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march • april 1980

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Computers, Managers, and Decision Making

Irwin Kruger and Harold Strauss

Because organizations exist within—and are to some extent shaped by—society, they must be capable of responding to the demands which that society imposes. As society and most of its institutions are changing rapidly, organizations and managers must accelerate their decision-making processes accordingly. The outcome of these decisions, which must be made more rapidly than in the past, will determine the success or failure of the organization.

A competent manager makes decisions based upon his knowledge, experience, and the information available to him. Of course, the latter will vary in quality and quantity from company to company and sometimes even within the same organization. Consequently, the organization with a more effective management information system will presumably be in a more favorable position to make correct decisions. The role of the computer, then, is to assist management in its decision-making activities, and the extent to which this is accomplished will be determined by the appropriateness of the decisions made and will vary with the sophistication of the individual system in each organization.

Everyone makes daily decisions. The manager, however, must make some that will influence the organization's achievement of its goals. His attainment of these goals will reflect his decision-making ability. In his discussion of the impact of technology on decision-making, Brady describes five basic steps in the decision-making process to which top management adheres. These are:

1. Identification of a possible problem or opportunity which may require a decision by top management.
2. Analysis of the situation to define more precisely the nature and priority of the problem or opportunity that has been identified.
3. Definition of one or more courses of action which might resolve the problem or capitalize on the opportunity.
4. Evaluation of the possible alternative courses of action to determine the advantages, disadvantages, and effects of each.
5. Selection, by appropriate authority, of the course of action to be taken.[1]

He also found that middle and top management could perform the first four steps but the fifth (selection of the course of action) invariably was performed by the top level.

Other experts use decision-making as though it were synonymous with managing. Simon, for instance, thinks decision-making consists of three principal phases: "... finding occasions for making a decision; finding possible courses of action; and choosing among courses of action."[2] He labels the first phase intelligence activity, that is, the search by executives for conditions in the environment calling for a decision. The second phase, design activity, consists of inventing, developing and analyzing possible courses of action. The third—choice—refers to the selection of a particular course of action from those available. He adds that executives will generally spend more of their time in the phases of intelligence and design and comparatively little time in choice activity.

On the other hand, Rowe finds that managers spend half their time with other managers or subordinates, and the remaining time equally devoted to planning and analysis and evaluation of information. Again, the actual decision is the smallest element of the process.[3]

THE ROLE OF COMPUTERS

In the past, the computer was viewed as a super calculator capable of replacing clerical staff who processed routine information. The trend in recent years, however, views it not only as an instrument for processing data but as an aid to managerial decision-making. It would seem that managers would desire a direct involvement with the computer. However, in his studies of organizations, Brady found no instance in which top management directly used the computer in decision-making. Furthermore, he rarely found any instance where computer-dispensed information was received by the manager except for occasions where lower line and staff managers presented information in this form as support for analysis of recommendations. Thus Brady concludes, "... if the computer has had any impact on the top management's decision-making process in the companies studied, the effect has not been directly on them, but on the

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manner in which middle managers are contributing to top management decision-making."[4] We should examine, therefore, the influence of the computer on middle management.

Brady found that middle management used the computer more frequently to analyze the situation than to identify problems or opportunities, and more to identify the problem than to evaluate possible courses of action. As a consequence, computer use by middle management allowed top level executives to make some decisions at an earlier date; gain time in which to consider these decisions; and consider more thorough analysis of some situations. Further, it allowed them to review several courses of action before deciding what to do, and gave them time to analyze the impact that recommended courses of action would have on the problem or opportunity identified.

COMPUTERS AND DECISION-MAKING

Since computers have the greatest influence on middle management decision-making, many middle managers fear displacement in the organization. However, one analyst deems this to be in part, at least, an illusory loss.[5] Another common fear is that middle management would lose the opportunity to make discretionary and judgement decisions. Further, it was believed that computerized operational systems would incorporate decision rules that could eventually replace the middle manager. Brink[6] has found evidence to the contrary. Others have suggested that while certain kinds of decisions can be readily adapted to the computer, those decisions involving particular situations (e.g., poorly structured problems with ambiguities or those with political considerations), still depend more on the human mind and less on machines.[7]

Though it would seem logical that the computer has the potential to take over many of the routine tasks of middle management, there is no evidence that this group is being eliminated or financially downgraded as a result. However, one observer noted that, in some cases, it appeared that managers were being retained only to prevent opposition to the EDP changeover.[8] And while some feel that the computer can already make as good a decision as a typical middle manager, the point is that it cannot make the perceptual observations about people that a manager can make.

Another area involving managers is the centralization or decentralization of decision-making brought about by the computer. Since it has the capability to supply information of greater depth and quality on a more timely basis, computer use makes possible more analysis, planning, and control at the central headquarters level. As computer technology increases, so will this capability, which makes the issue of centralization/decentralization in decision-making germane to this discussion.

Vergin[9] notes that much of the decentralization of the 1950s was negatively perceived because centralized management styles became ineffective as corporations became more complex. The advent of the computer with its ability to synthesize data changed this attitude. Of the firms studied, all but one experienced either a major move toward physical centralization or the elimination of the need for decentralization. In addition, the cost pattern of computerized systems reinforced the trend toward centralized data processing which, in turn, caused some accompanying centralization of decision-making simply because of data proximity.

Conversely, Brink describes various factors that oppose the centralization of decision-making. He suggests:

> In the first place, business is complex and it is extremely difficult from both a technical and economic standpoint to develop systems and programs which can satisfactorily cope with the complicated operations. Additionally, the trend of the times in a competitive sense is for the development of products and services which both in terms of technology and economic justification makes centralized direction and control all the more difficult and impractical.[10]

Still the question of decentralized decision-making by managers throughout the organization remains an open one, for there are factors that encourage the centralization of decision-making and factors that oppose it. The extent to which these factors influence management will determine the character and direction of the organization's decision-making process.

SUMMARY

The evidence suggests that computers have had little effect on top management decision-making as top management has had little or no direct contact with computers or the information they produced. Middle management seems to have been most affected. Research in this area shows that middle managers use computers more frequently and express more fear of being replaced by them. However, the evidence indicates that this fear is largely unfounded. Decision-making will remain largely decentralized although some of the facts are to the contrary. There is little question that the computer has had a significant impact on managerial decision-making. Its ability to provide managers with important decision-making information more quickly than any other system or device known ensures it an expanding role in the organizational decision-making process.

FOOTNOTES

1. William C. House, ed., *The Impact of Information Technology on Management Operations* (Princeton: Auerbach Publishers, 1971), p. 289.
2. Herbert A. Simon, *The Shape of Automation* (New York: Harper and Row, 1965), p. 54.
3. Alan J. Rowe, "Management Decision-Making and the Computer," *Management International*, Issue 2, 1962, pp. 9-22, cited by William T. Greenwood, *Decisions Theory and Information Systems* (Cincinnati: South-Western Publishing Co., 1969), p. 741.
4. Rodney H. Brady, "Computers in Top-level Decision-Making," *Harvard Business Review*, July-August 1967, pp. 67-76, cited by William C. House, ed., *The Impact of Information Technology on Management Operation* (Princeton: Auerbach Publishers, 1971), p. 291.
5. Charles A. Myers, ed., *The Impact of Computers on Management* (Cambridge, Mass.: M.I.T. Press, 1967), p. 229.
6. Victor Z. Brink, *Computers and Management: The Executive Viewpoint* (Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1971), p. 48.
7. Allan Easton, *Complex Managerial Decisions Involving Multiple Objectives* (New York: John Wiley & Sons, Inc., 1973), p. 360.
8. Roger C. Vergin, "Computer-induced Organizational Changes," *MSU Business Topics*, Summer 1967, pp. 61-68, cited by William C. House, p. 185.
9. Vergin, pp. 185-186.
10. Brink, pp. 59-60.

Travel Barometer . . .

annual 1979

The Georgia travel industry ended 1979 on a positive note with increased sales and receipts of 17.2 percent and employment up 3.8 percent. Highway travel declined about 2 percent and the effects are seen in decreased visits to attractions and welcome centers.

The Industry

Gross sales and receipts of travel-serving firms totaled $5.6 billion in 1979, up 17.2 percent ($820 million) over 1978. The cost of travel in Georgia rose 10.8 percent last year, a real gain of 6.4 percent. By comparison, travel sales reported for the U.S. rose 19.2 percent, although escalating costs netted the industry a 2.7 percent loss.

Another interesting comparison is the cost of travel compared with the Consumer Price Index for the state. In 1979 the CPI stood at 12.3 percent, compared with travel cost increases of 10.8 percent. Nationwide, the opposite relationship existed between the two indices. The Travel Price Index—estimated by the U.S. Travel Data Center for the nation—rose 21.9 percent while the Consumer Price Index went up only 13.3 percent. Overall, travel industry employment rates were positive, up 3.8 percent for the year. Preliminary estimates show that 186,000 employees were on travel industry payrolls that totaled more than $1 million.

Attractions and Welcome Centers

With the decline in highway travel, visits to Georgia travel attractions dropped 10.7 percent, while visits to welcome centers declined 23 percent. The most noticeable decrease was in state park visits. However, there is a more optimistic outlook for 1980, as the South continues to be one of the most popular vacation destinations in the nation. In addition, new non-stop air routes between European capitals and Atlanta should contribute to an increase in foreign visitors.

Polly W. Hein

Table 1. Sales and Receipts, and Employment Estimates for the Travel Industry and Related Fields in Georgia, 1979 With Percentage Changes from 1978

	Sales and Receipts		Employment	
Type of Business	Volume ($000)	Change (%)	Number	Change (%)
Eating/drinking	1,553,935	14.0	42,703	-2.3
Lodging	579,294	8.3	88,164	6.7
Recreation/amusement	123,406	8.0	29,681	3.2
Automotive	3,332,135	21.0	13,626	4.5
			11,627	7.9
Total	5,588,770	17.2	185,801	3.8

Source: Georgia Department of Revenue Sales and Use Tax Unit; U.S. Department of Commerce Census of Business; and the Georgia Department of Labor.

Table 2. Attendance at Selected Travel Attractions in Georgia and Number of Visitors at Georgia Welcome Centers, 1979 With Percentage Changes from 1978

	Attendance		Visitors			Visitors		
Attraction	Number	Change (%)	Center	Number	Change (%)	Center	Number	Change (%)
Historical sites[1]	292,119	- 6.2	Atlanta	70,494	-29.0	Plains	134,598	-48.4
National monuments	2,036,472	- 6.6	Augusta	488,477	-25.6	Ringgold	930,805	-18.3
Recreation areas[2]	10,667,623	- 2.9	Columbus	141,588	-36.0	Savannah	237,964	-31.3
State parks	11,711,478	-18.3	Kingsland	862,983	-22.0	Sylvania	103,536	-36.5
Other attractions[3]	3,850,515	-11.0	Lavonia	518,818	-18.0	Valdosta	1,202,285	-17.1
Total	28,558,207	-10.7				Total	4,691,548	-22.8

[1]Sites maintained and managed by the Georgia Historical Commission.
[2]Callaway Gardens, Jekyll Island, Lake Lanier Islands, National Forest recreation, Stone Mountain Park.
[3]Agrirama, J. G. Lowe Birthplace, Little Whitehouse, Rock City, Stone Mountain Game Ranch, Stone Mountain Plantation, Stone Mountain Railroad, Stone Mountain Skylift, Six Flags.

Source: Based on reports from individual attractions and on estimates by the Research Division, Georgia Department of Industry and Trade, through analysis of vehicle counter reports and visitor registration sheets provided by Visitor Information Centers.

Georgia Stock Price Index

The Dow Jones Industrial Average and the Georgia Stock Price Index were both down for the month of February. The DJIA ended at 854.44, down 21.41 (2.44%) from January's figure of 875.85. The GSPI declined 64.73 (9.35%) from 1296.389 in January to 1175.126 for February.

Twenty-one of the twenty-eight stocks were down this month with the biggest losers being Republic Airlines, down 2.95 (22.22%) to 10.332; Savannah Foods, down 4.0 (19.51%) to 16.5; and Genuine Parts, down 4.375 (17.77%) to 20.25.

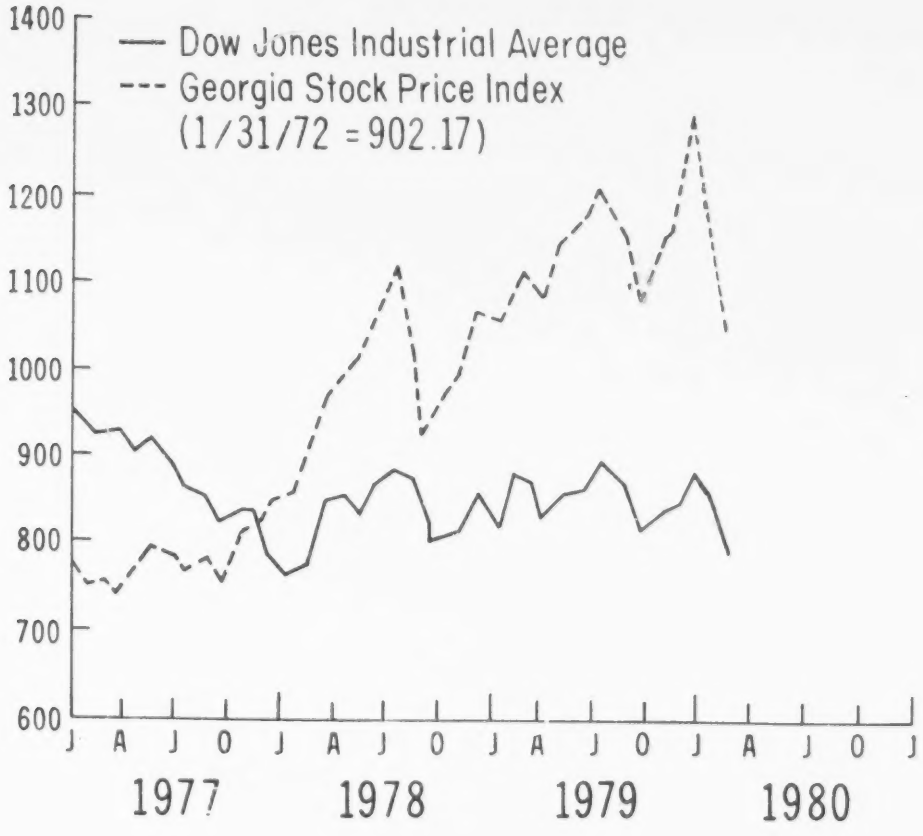
Of the six stocks that were up, Cotton States was the biggest gainer, moving up 5.589 (9.80%) to 62.901. The remaining stock, Bibb Company, remained unchanged.

Both indices continued to decline in March. The GSPI dropped to 1047.485, down 127.64 (10.86%), its lowest point since February 1979. The DJIA ended March at 785.75, down 68.69 (8.04%).

March was also not a good month for the stocks in the Georgia index. Twenty-six of the twenty-eight stocks declined, with the biggest losers being Central Soya, down 6.5 (37.68%) to 10.75; Fuqua Industries, down 5.5 (27.5%) to 14.5; and Bibb Company, down 6.25 (37.66%) to 12.0. The only gainers were Genuine Parts, up 2.625 (12.96%) to 22.875; and Cagle's, up 1.375 (28.95%) to 6.125.

Cris Forsthoff

Source: Georgia Economic Forecasting Project



	Georgia Stock Price Index	% Change	Dow Jones Industrial Average	% Change
1978				
January	832.5	- .346	769.92	- 7.369
February	844.232	1.409	742.12	- 3.611
March	899.121	6.502	757.36	2.054
April	954.407	6.149	837.32	10.558
May	985.354	3.243	840.61	.393
June	1004.785	1.972	818.95	- 2.525
July	1052.141	4.713	862.27	5.290
August	1119.187	6.372	876.82	1.687
September	1096.719	- 2.008	865.82	- 1.255
October	910.496	-16.98	792.45	- 8.474
November	949.374	4.270	799.03	.830
December	974.722	2.670	805.01	.748
1979				
January	1049.98	7.721	839.22	4.250
February	1045.258	- .450	808.82	- 3.622
March	1096.13	4.870	862.18	6.600
April	1111.933	1.442	854.90	- .844
May	1088.626	- 2.0961	822.33	- 3.8098
June	1131.858	3.971	841.98	2.389
July	1179.276	4.189	846.42	.527
August	1208.086	2.548	887.63	4.868
September	1169.564	- 3.189	878.58	- 1.020
October	1097.041	- 6.201	815.70	- 7.157
November	1135.369	3.494	822.35	.815
December	1160.547	2.217	838.74	1.993
1980				
January	1296.389	11.705	875.85	4.424
February	1175.126	- 9.354	854.44	- 2.444
March	1047.485	-10.862	785.75	- 8.039

Local Business Activity

(BUSINESS DAYS - DEC [illegible] -- [illegible], DEC [illegible] -- [illegible], NOV [illegible] -- [illegible])

AREA[a]	ELECTRICITY CONSUMED				WATER PUMPED, FINISHED				NEW PASSENGER CAR REGISTRATIONS (RE-USE RESTRICTED)				TELEPHONES IN SERVICE	
	NOV [illegible] (000 KWH)	DEC [illegible] (000 KWH)	PERCENT CHANGE[b] DEC	NOV	NOV [illegible] (000 GALS)	DEC [illegible] (000 GALS)	PERCENT CHANGE[b] DEC	NOV	NOV [illegible] (NO.)	DEC [illegible] (NO.)	PERCENT CHANGE[b] DEC	NOV	NOV [illegible] (NO.)	DEC [illegible] (NO.)
ALBANY	5985[c]	81828	6	-7					135	145	-7	261	81266	81846
AMERICUS	13167[c]	13949	13	6	91900	90741	30	-1	32	37	16	87	16774	16795
ATHENS	62831	63119	-1	0	532537	532540	-7	12	15	161	93	73	89973	89935
AUGUSTA	208943	210863	-1	1	593905	593083	0	0	307	567	-2	340	152770	153174
BAINBRIDGE	26992	29779	14	10	58603	55135	-17	-5	29	42	-50	114	14603	14720
BRUNSWICK	71991	75386	881	5	131142	136106	-27	37	59	246	-2	317	34028	34062
COLUMBUS	117382	116462	56	-1	73957[c]	71293[c]	2	-4	312	288	-20	88	122769	123146
DALTON	4551	5268	6	16	978340	982673	-10	0	69	287	-11	316	18716	18721
DUBLIN	16451	17197	3	5	61792	62103	1	1	31	123	-23	329	20863	20888
ELBERTON	3115	3439	10	10	36246	36327	-3	-2	2	84	300	4200	10978	11020
GAINESVILLE	38326	39768	2	3	300917	297896	9	-1	63	228	-11	338	44097	44319
GRIFFIN	13668	12631	1	-8	161219	158845	3	-2	26	171	31	365	32833	32888
LAGRANGE	18763	15851	-12	-16	158346	156501	-9	-2	68	214	34	415	27978	28082
MACON	101478	106018	-1	-1	699907	71886[c]	10	4	159	28	-12	419	122401	122679
MOULTRIE					50643				18	110	14	561	10141	10196
NEWNAN	9357	9257	-5	0	91447	91047	3	-2	30	160	-9	544	22801	22919
ROME	54359	54964	4	1	587080	587760	3	1	58	413	10	612	58772	58926
SAVANNAH	165909	169156	5	2	642318	664225	9	3	166	665	3	573	153671	154437
THOMASVILLE	19458	19305	6	-1	94510	92169	-2	-2	31	167	-1	439	21802	22006
VALDOSTA	28084	29779	9	6	134300	130090	-11	-3	90	241	-8	166	44287	44369
WAYCROSS	19066	20270	9	12	76312	79391	-6	4	42	139	-11	219	25044	26023
	(000)	(000)											(000)	(000)
GEORGIA	1459	1632	6	11					6890	26183	-2	261	3710[d]	3730[d]

AREA[a]	SAVINGS AND LOAN ASSOCIATIONS[d] MORTGAGE LOANS CLOSED				NEW SAVINGS AND INVESTMENTS				W/D	W/D	INSURED UNEMPLOYMENT WEEKS COMPENSATED				INSURED UNEMPLOYMENT PAYMENTS			
	NOV [illegible] ($000)	DEC [illegible] ($000)	PERCENT CHANGE[b] DEC	NOV	NOV [illegible] ($000)	DEC [illegible] ($000)	PERCENT CHANGE[b] DEC	NOV	NOV [illegible] (%)	DEC [illegible] (%)	NOV [illegible] (NO.)	DEC [illegible] (NO.)	PERCENT CHANGE[b] DEC	NOV	NOV [illegible] ($)	DEC [illegible] ($)	PERCENT CHANGE[b] DEC	NOV
ALBANY	2153	1335	62	101	16592	17599	-5	-18	95	101	791	1018	1088	1	227146	219497	1105	-11
AMERICUS	388	381	-49	-2	1134	837	-1	-26	95	100	336	1332	-208	149	88264	92136	240	59
ATHENS	1737	1350	-26	-22	7341	7601	-10	57	83	122	2239	2249	1319	0	160439	162252	61	-6
AUGUSTA	6324	2699	-56	-57	17566	6971	-11	-16	87	103	9715	9003	143	9	2931[illegible]	3044[illegible]	309	128
BAINBRIDGE	177	99	-88	-69	1154	1167	-51	-15	114	169	1951	1789	943	30	66505	97770	605	47
BRUNSWICK	3405	1488	-19	-56	9422	9474	-5	-11	102	84	3964	4115	-21	5	79995	78655	-11	0
COLUMBUS	2022	1337	-50	-34	16141	17952	-1	-1	97	106	4139	3637	30	13	274339	316821	35	14
DALTON	1400	1960	-24	32	3827	3219	-13	-14	82	114	2138	2509	35	16	163875	185507	52	13
DUBLIN	305				1297						3885	2552	99	-28	109012	91739	68	-15
ELBERTON	200	127	-19	-36	205	112	102	104	210	70	791	990	126	24	53069	68172	160	28
GAINESVILLE	2581	1185	-24	-54	7456	6405	16	-14	80	101	1777	2622	93	90	87723	202020	115	107
GRIFFIN	857	512	-75	-63	2089	2296	29	71	99	109	3180	1469	-9	24	88622	112615	1	27
LAGRANGE	520	183	-80	-42	3672	5263	62	-10	105	112	1743	1425	30	3	128741	131206	12	2
MACON	4736	1730	-72	-63	21284	12719	-19	-29	96	114	9251	9252	720	1	228505	274[illegible]	9	-48
MOULTRIE	224	201	-53	-10	3522	3262	77	-7	101	82	630	712	-10	13	42811	38001	-3	11
NEWNAN	363	157	-82	-66	2045	1349	4	-47	102	105	1439	1279	24	-11	84174	97018	52	15
ROME	2041	858	-65	-58	8881	6753	4	-24	92	101	2338	2010	115	-7	183612	192476	134	5
SAVANNAH	4154	3792	-50	14	13869	15409	-1	11	110	90	5068	4716	579	-7	370694	403853	-14	-46
THOMASVILLE	626	334	-51	-15	2531	1446	-15	-38	69	103	902	798	123	-1	55767	55209	130	-3
VALDOSTA	928	191	-60	-58	2797	1687	0	-38	77	127	1348	1063	265	-21	99224	76986	315	-8
WAYCROSS	1168	851	-37	-24	10378	7691	96	-26	99	99	936	1058	11	13	63969	66791	22	4
															(000)	(000)		
GEORGIA	112400	65600	-63	-42	113500	87500	-2	-15	94	102	137640	163077	33	18	10165	12265	41	21

[a]NOVEMBER WITHDRAWALS AS PERCENT OF NOVEMBER SAVINGS, DECEMBER WITHDRAWALS AS PERCENT OF DECEMBER SAVINGS.

[b]AREAS- 1) LOCAL PY-TR AREAS. 2) CITY SYSTEMS. 3) COUNTIES. 4) CITY EXCHANGES. 5) CITIES. 6) COUNTIES.

[c]THE PERCENTAGE CHANGE COLUMNS REPRESENT THE CHANGE 1- IN DECEMBER 1979 FROM DECEMBER 1978, 2- IN DECEMBER 1979 FROM NOVEMBER 1979.

[d]INCLUDES ONLY SOUTHERN BELL TELEPHONE AND TELEGRAPH AND GENERAL TELEPHONE OF THE SOUTHEAST.

[e]98 ASSOCIATIONS IN GEORGIA IN DECEMBER 1979.

SOURCE- 1) POWER COMPANIES AND CITY ENGINEERS. 2) CITY ENGINEERS. 3) COURTESY OF R. L. FOLK AND CO. RE-[illegible] ONLY BY PERMISSION OF R. L. FOLK AND COMPANY. 4) TELEPHONE COMPANIES. 5) FEDERAL HOME LOAN BANK OF ATLANTA, GEORGIA. GEORGIA EMPLOYMENT SECURITY AGENCY, DEPARTMENT OF LABOR.

The Atlanta Area

ACTIVITY AND AREA[a]	NOV	DEC	PERCENT CHANGE[b] DEC	NOV
1. Electricity Consumed (000 KWH)				
Atlanta	777890	803924	0	4
Decatur	67736	77415	5	14
Marietta	29189	29777	139	2
2. Savings and Loan Associations[3]				
Mortgage Loans Closed ($000)				
Atlanta	36599	20926	-42	-33
Decatur	20147	14290	-21	-29
New Savings and Investments ($000)				
	NOV	DEC		
	W'71	W'71		
Atlanta	103	99	94851	103772	18	11
Decatur	50	38	51286	39509	-0	-23
3. Telephones in Service				
Atlanta			926107	927309	-	0

ACTIVITY AND AREA[a]	NOV	DEC	PERCENT CHANGE[b] DEC	NOV
4. Water Pumped (000 Gallons)				
Atlanta				
Dekalb County	1640981	1607660	-2	-1
5. New Passenger Car Registrations**				
(Resale Restricted)				
Clayton County	251	435	38	253
Cobb County	409	219	11	421
Dekalb County	751	1151	-8	530
Fulton County	1441	1416	-4	190
Gwinnett County	256	1075	4	519
6. Insured Unemployment				
Weeks Compensated				
Atlanta SMSA				
13 Counties	30022	31937	174	30
Payments ($)				
Atlanta SMSA				
13 Counties	3918529	3809629	172	-43

FOOTNOTES AND SOURCE NOTES ON PRECEDING PAGE.

**COURTESY OF J. C. DYER AND CO., GRAPHS USED BY PERMISSION OF R. L. POOL AND CO.

Other Activities

ADVERTISING LINAGE (000) - CITIES

	NUMBER OF PAPERS REPORTED	NOV	DEC	PERCENT CHANGE[b] DEC	NOV
ALBANY	1	2503	2558	6	2
AMERICUS	1	168	132	-3	-21
ATLANTA	2				
COLUMBUS	1	1980	1992	1	1
DUBLIN	1	774			
GAINESVILLE	1	1367	1315	-1	-4
MACON	1	2412	2214	-1	-8
ROME	1	1144	1262	0	10
WAYCROSS	1				

SOURCE - LOCAL NEWSPAPERS.

NONAGRICULTURAL EMPLOYMENT - STANDARD METROPOLITAN AREAS

	DEC	NOV	PERCENT CHANGE[b] DEC	NOV
MANUFACTURING HOURS AND EARNINGS				
AVERAGE WEEKLY HOURS				
ATLANTA	40.3	40.3	40.4	0	1
SAVANNAH	43.9	43.7	43.8	-0	-1
GEORGIA	41.5	41.4	41.4	-0	0
AVERAGE HOURLY EARNINGS ($)					
ATLANTA	4.04	4.02	4.02	-0	0
SAVANNAH	3.80	3.81	3.87	0	1
GEORGIA	3.37	3.37	3.43	0	1

BUILDING AUTHORIZED ($000) - CORPORATE LIMITS OF COUNTIES AND CITIES

	RESIDENTIAL UNITS		RESIDENTIAL VALUE		ALL BUILDING VALUE		
	NOV	DEC	NOV	DEC	DEC	DEC	NOV
COUNTIES (also see cities)							
CHATHAM	29	32	1300	1194	1937	1558	2250
CLAYTON	71	30	2252	1508	2477	1867	3543
COBB	133	269	4920	6175	10713	6091	8317
DEKALB	115	124	4323	3702	8016	6432	11034
DOUGHERTY	15	9	548	347	787	2007	1092
FULTON	25	60	1958	3469	6730	10286	6195
GLYNN	10	10	1015	760	955	1178	1170
GWINNETT	250	22	10720	9405	19870	9417	16491
RICHMOND	7	24	474	1923	5260	2214	4153
CITIES							
ALBANY	12	13	432	454	2059	1436	1280
AMERICUS	3	0	110	51	167	61	282
ATHENS	14	19	548	748	1205	1407	2000
ATLANTA	23	83	967	3528	11815	6137	15599
AUGUSTA	4	0	90	0	265	847	8834
BAINBRIDGE	3	1	37	16	71	498	276
BRUNSWICK	0	1	0	90	286	443	130
COLUMBUS-MUSCOGEE	26	15	958	547	3649	2927	5351
DECATUR	0	1	0	40	161	245	380
DUBLIN	5	2	240	66	93	104	430
FITZGERALD	0	0	0	0	87	129	17
GAINESVILLE	3	4	225	112	709	686	1175
LAGRANGE	4	2	184	84	167	579	625
MACON-BIBB	15	32	704	1021	4392	2980	2380
MARIETTA	12	17	450	562	990	598	980
ROME	3	2	58	104	694	296	578
SAVANNAH	21	9	662	312	2203	1326	6097
THOMASVILLE	1	1	30	17	18	115	27
VALDOSTA	11	5	655	358	625	588	1827
WARNER ROBINS	10	10	502	576	579	421	431
WAYCROSS	0	0	0	0	68	111	910

SOURCE - THE UNITED STATES BUREAU OF THE CENSUS (FROM LOCAL ISSUING OFFICIALS).

NUMBER OF WORKERS	DEC	NET CHANGE FROM NOV	DEC	NOV
ALL EMPLOYMENT				
ALBANY	45800	1000	900	1	2
ATLANTA	767300	2400	3000	0	0
AUGUSTA	124800	900	1100	1	1
COLUMBUS	83400	300	-1300	0	-2
MACON	58400	-1100	500	-2	1
SAVANNAH	81400	-2100	300	-3	1
GEORGIA	2040000	17000	21000	1	1
CONTRACT CONSTRUCTION					
ALBANY	2300	-1000	-50	-23	-1
ATLANTA	43400	-3000	+3500	-6	+8
AUGUSTA	10000	-400	-50	-3	-1
COLUMBUS	4300	-500	-100	-10	-2
MACON	3700	-100	100	-3	+3
SAVANNAH	5700	+1700	100	+27	+2
GEORGIA	97500	-4500	-400	-5	-0
MANUFACTURING					
ALBANY	12100	1200	-300	11	-2
ATLANTA	136000	1400	+2200	1	+2
AUGUSTA	30300	-500	-2200	-1	-7
COLUMBUS	20700	400	-300	2	-1
MACON	11900	300	100	2	1
SAVANNAH	16500	-600	0	-4	0
GEORGIA	516100	1500	1600	0	-1
TRADE					
ALBANY	9900	100	300	1	3
ATLANTA	140200	-1700	1400	-1	1
AUGUSTA	26100	100	1100	0	4
COLUMBUS	16000	-1100	100	-6	1
MACON	12200	-400	300	-3	2
SAVANNAH	19500	-400	200	-2	1
GEORGIA	478400	2200	5200	0	1

SOURCE - GEORGIA EMPLOYMENT SECURITY AGENCY, DEPARTMENT OF LABOR.

Local Business Activity—1979 Summary

AREA[a]	ELECTRICITY CONSUMED		WATER PUMPED, FINISHED		NEW PASSENGER CAR REGISTRATIONS (RE-USE RESTRICTED)	
	1979 TOTAL	1978 TOTAL	1979 TOTAL	1978 TOTAL	1979 TOTAL	1978 TOTAL
ALBANY	653,474	567,341	1,697,037	5,492,211	4276	4671
AMERICUS	173,395	169,455	1,047,255	895,096	1119	1020
ATHENS	751,637	795,566	4,688,799	3,628,600	2783	3109
AUGUSTA	2,318,554	2,555,351	7,676,435	7,890,163	8130	9127
BAINBRIDGE	325,264	300,076	855,691	802,794	618	744
BRUNSWICK	953,868	870,559	2,025,206	2,689,292	2157	2571
COLUMBUS	4,584,858	4,572,158	9,779,010	10,289,158	6347	6989
DALTON	59,914	62,228	12,616,280	12,341,368	2617	2914
DUBLIN	224,939	224,364	811,828	809,553	1270	1385
ELBERTON	43,683	44,193	490,388	486,831	655	563
GAINESVILLE	493,700	480,371	3,984,704	3,304,805	2512	2556
GRIFFIN	158,442	152,908	2,001,444	1,936,885	1543	1690
LAGRANGE	220,507	217,158	2,184,604	2,284,041	1814	1720
MACON	1,399,727	1,382,747	8,292,371	8,828,636	6325	6824
MOULTRIE	92,884*	130,241	935,977	1,171,059	953	1039
NEWNAN	114,926	114,246	1,050,004	1,004,396	1334	1505
ROME	672,155	668,362	5,441,890	5,500,349	3412	3522
SAVANNAH	2,177,587	2,225,306	8,056,191	8,512,350	8236	8184
THOMASVILLE	255,822	252,491	1,155,690	1,176,991	1514	1516
VALDOSTA	380,553	377,300	1,655,356	1,821,979	2463	2545
WAYCROSS	253,260	257,790	1,028,600	1,111,589	1345	1498
GEORGIA	45,734,685	47,785,262			210,539	246,181

AREA[a]	MORTGAGE LOANS CLOSED		SAVINGS AND LOAN ASSOCIATIONS NEW SAVINGS AND INVESTMENTS		WITHDRAWALS		INSURED UNEMPLOYMENT WEEKS COMPENSATED		PAYMENTS	
	1979 TOTAL[b]	1978 TOTAL	1979 TOTAL	1978 TOTAL	1979 TOTAL	1978 TOTAL	1979 AVERAGE	1978 AVERAGE	1979 AVERAGE	1978 AVERAGE
ALBANY	41,545	33,716	158,101	141,934	182,565	127,285	1444	620	125,352	43,618
AMERICUS	10,440	8,482	15,352	11,601	14,292	9,676	608	580	46,146	36,370
ATHENS	25,652	36,000	76,262	50,587	69,684	54,255	1005	721	58,682	14,918
AUGUSTA	80,493	77,663	137,075	139,159	145,000	112,413	5139	2067	248,230	148,741
BAINBRIDGE	2,645	4,976	7,256	6,644	6,005	5,520	672	292	47,927	18,911
BRUNSWICK	44,216	55,594	10,041	67,345	88,195	51,065	1215	1162	84,471	72,136
COLUMBUS	36,023	49,381**	224,785	211,321	224,280	205,905	4405	3893	296,167	256,585
DALTON	24,759	28,061	63,660	45,584	58,600	58,147	2452	2032	175,849	158,560
DUBLIN	5,212*	5,245	10,665*	12,098	8,681	7,923	1363	667	105,461	41,747
ELBERTON	1,530	2,266	4,098	3,036	3,858	2,559	688	647	46,076	47,132
GAINESVILLE	30,492	31,167	90,096	88,318	84,686	75,854	1678	2015	122,536	143,318
GRIFFIN	11,159	13,481	52,568	25,135	28,187	18,611	1192	1254	96,579	81,489
LAGRANGE	10,980	14,613	40,155	27,698	44,041	25,854	1602	1452	112,957	95,897
MACON	65,587	83,781	208,669	206,227	254,090	181,060	1980	1119	124,603	78,687
MOULTRIE	7,059	7,506	49,594	29,290	57,120	25,006	924	648	60,856	41,375
NEWNAN	9,819	10,042	19,563	17,330	18,040	12,839	1367	959	100,448	73,549
ROME	29,543	27,153	84,687	68,576	87,298	42,500	2046	855	156,245	69,915
SAVANNAH	59,130	59,873	158,314	126,772	144,614	109,832	5016	1157	197,985	85,925
THOMASVILLE	9,956	11,009	24,929	19,428	21,290	12,790	839	474	58,882	28,156
VALDOSTA	17,456	22,718	36,482	25,208	25,264	17,225	1055	207	80,481	13,442
WAYCROSS	23,733	21,778	81,563	64,761	83,926	48,157	869	786	86,707	46,774
GEORGIA	1,574,500	1,962,200	3,776,300	3,871,100	4,563,200	3,505,900	146,457	129,759	10,718,590	9,066,708

* 11 months total
** 10 months total

The Atlanta Area

ACTIVITY AND AREA	1972 TOTAL	1973 TOTAL
1. ELECTRICITY CONSUMED (000 kwh)		
ATLANTA	10,322,804	10,745,628
DECATUR	957,083	1,006,360
MARIETTA	581,168	188,870
2. SAVINGS AND LOAN ASSOCIATIONS		
Mortgage Loans Closed ($000)		
ATLANTA	440,693	580,306
DECATUR	272,247	209,039
New Savings and Investments ($000)		
ATLANTA	1,294,880	1,972,004
DECATUR	565,415	478,101
Withdrawals ($000)		
ATLANTA	1,311,775	1,804,429
DECATUR	538,112	419,609
3. WATER PUMPED (000 gals.)		
ATLANTA	NO DATA	52,957,220
DEKALB COUNTY	20,759,165	21,296,151
4. NEW PASSENGER CAR REGISTRATIONS* (Re-use restricted)		
CLAYTON COUNTY	7,417	7,609
COBB COUNTY	16,394	16,471
DEKALB COUNTY	27,819	30,476
FULTON COUNTY	27,706	30,152
GWINNETT COUNTY	6,313	7,265
5. INSURED UNEMPLOYMENT		
Weeks Compensated		
ATLANTA SMSA (5 counties)	13,901	21,768
Payments ($)		
ATLANTA SMSA (5 counties)	5,285,206	7,611,617

Employment

ACTIVITY AND AREA			CHANGE
NONAGRICULTURAL EMPLOYMENT			
All employment			
ALBANY	69,000	77,400	8,400
ATLANTA	1,482,100	1,[illegible]900	369,800
AUGUSTA	126,200	130,400	18,200
COLUMBUS	169,200	181,400	5,600
MACON	569,400	571,000	1,600
SAVANNAH	505,000	478,900	26,100
GEORGIA	12,136,900	12,679,800	462,900
Manufacturing			
ALBANY	69,000	69,900	9,100
ATLANTA	814,800	789,000	25,800
AUGUSTA	216,100	210,800	1,300
COLUMBUS	124,800	122,500	1,200
MACON	87,400	84,200	4,400
SAVANNAH	100,300	99,800	500
GEORGIA	2,102,200	2,008,100	94,200
Trade			
ALBANY	26,400	24,700	1,700
ATLANTA	1,454,700	1,324,400	70,300
AUGUSTA	140,500	130,000	10,500
COLUMBUS	105,500	104,500	1,000
MACON	118,100	114,300	3,800
SAVANNAH	117,100	111,300	5,800
GEORGIA	2,701,300	2,673,300	117,200
CONTRACT CONSTRUCTION			
ALBANY	24,200	22,700	1,500
ATLANTA	225,300	207,300	15,000
AUGUSTA	10,000	11,000	1,000
COLUMBUS	28,000	28,000	1,400
MACON	26,000	25,800	200
SAVANNAH	30,000	29,000	1,000
GEORGIA	574,900	560,900	14,000

Other Activities

ADVERTISING LINAGE

AREA	1972 TOTAL	1973 TOTAL
ALBANY	26,535	25,212
AMERICUS	4,760	4,317
ATLANTA	NO DATA	84,396
COLUMBUS	19,287*	20,874
DUBLIN	7,112*	6,849
GAINESVILLE	15,681**	16,813
MACON	23,713	20,687
ROME	12,304	12,035
WAYCROSS	336†	9,816

BUILDING AUTHORIZED

COUNTIES (ALSO SEE CITIES)	1972 TOTAL	1973 TOTAL
CHATHAM	45,847	49,661
CLAYTON	38,857	45,187
COBB	181,916	152,205
DEKALB	175,605	131,889
DOUGHERTY	18,131	19,315
FULTON	136,285	104,260
GLYNN	18,768	27,230
GWINNETT	221,829	155,383
HOUSTON	46,037	45,213

CITIES	1972 TOTAL	1973 TOTAL
ALBANY	22,090	15,237
AMERICUS	3,968	2,365
ATHENS	20,241	22,445
ATLANTA	435,636	338,885
AUGUSTA	15,009	20,167
BAINBRIDGE	2,501	3,313
BRUNSWICK	4,777	2,591
COL.-MUSCOGEE	47,330	37,154
DECATUR	3,360	1,293
DUBLIN	4,570	3,748
ELBERTON	630	338

CITIES	1972 TOTAL	1973 TOTAL
GAINESVILLE	17,686	12,177
LAGRANGE	15,068	11,488
MACON-BIBB	68,033	40,504
MARIETTA	22,026	19,532
ROME	12,776	14,678
SAVANNAH	52,204	31,183
THOMASVILLE	8,490	11,581
VALDOSTA	14,126	18,362
WARNER ROBINS	8,300	9,852
WAYCROSS	3,676	1,461

*11 months total

**10 months total

†8 months total

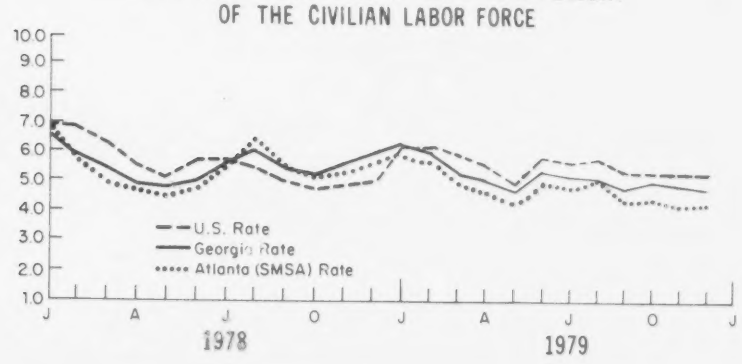
Sales in Georgia

INDUSTRY	NOV	DEC	TOTAL	CHANGE FROM LAST YEAR (%)
TOTAL RETAIL	1,287,417	2,002,980	20,144,823	10
AUTOMOTIVE	279,669	393,408	3,097,702	7
GENERAL MERCHANDISE	143,127	241,488	2,419,035	5
FURNITURE	118,006	169,974	1,738,853	14
APPAREL	69,847	101,031	792,157	10
MISCELLANEOUS*	127,623	184,401	1,218,644	-61
UTILITIES	344,408	354,183	3,430,201	12
LUMBER, CONST.	137,457	343,284	2,216,110	19
MANUFACTURING	164,832	204,436	2,219,920	6
SERVICE GROUP	164,604	2,334,1	1,757,760	-52

COUNTY	NOV	DEC	TOTAL	CHANGE FROM LAST YEAR (%)
APPLING	1,547	3,167	37,477	-1
ATKINSON	1,275	1,848	18,207	-3
BACON	3,498	3,940	47,506	4
BAKER	525	649	7,415	-14
BALDWIN	11,104	11,891	131,064	-21
BANKS	1,594	1,979	22,905	-6
BARROW	4,716	7,367	91,196	7
BARTOW	10,977	16,616	184,371	1
BEN HILL	3,021	4,082	51,909	2
BERRIEN	1,829	3,366	40,719	11
BIBB	77,122	117,738	977,648	1
BLECKLEY	1,636	2,232	32,902	9
BRANTLEY	1,476	1,613	20,612	4
BROOKS	3,526	4,267	52,601	5
BRYAN	1,309	2,791	47,676	3
BULLOCH	14,548	23,128	277,623	3
BURKE	3,571	5,502	67,849	12
BUTTS	2,961	3,875	46,702	2
CALHOUN	1,190	1,652	19,408	-4
CAMDEN	12,609	17,743	207,061	24
CANDLER	1,772	3,013	37,440	-1
CARROLL	25,253	39,286	467,776	9
CATOOSA	10,812	15,745	193,837	3
CHARLTON	2,749	3,978	39,974	9
CHATHAM	138,514	204,218	2,482,403	5
CHATTAHOOCHEE	496	868	9,116	-5
CHATTOOGA	5,193	8,128	105,516	13
CHEROKEE	23,921	33,541	387,731	3
CLARKE	59,975	89,024	837,215	8
CLAY	511	934	9,965	-5
CLAYTON	76,221	99,135	947,766	10
CLEVELAND	2,717	3,624	47,462	21
COBB	230,929	369,143	3,260,409	1
COFFEE	12,691	19,915	236,060	3
COLQUITT	10,474	13,856	166,976	8
COLUMBIA	29,206	41,077	514,905	9
COOK	3,451	5,147	59,435	3
COWETA	19,548	33,414	384,927	5
CRAWFORD	998	1,506	17,464	-5
CRISP	14,068	21,824	262,212	-13
DADE	3,431	4,907	51,953	2
DAWSON	1,621	2,607	17,851	4
DECATUR	21,153	31,597	338,421	2
DEKALB	258,699	387,781	3,269,777	12
DODGE	3,871	5,861	72,063	1
DOOLY	2,127	3,686	50,210	-2
DOUGHERTY	61,258	100,620	947,830	2
DOUGLAS	15,253	24,017	287,348	5
EARLY	3,582	4,629	57,068	12
ECHOLS	446	581	6,271	1
EFFINGHAM	2,908	4,628	59,545	1
ELBERT	4,641	6,742	87,911	0
EMANUEL	4,145	6,241	80,599	4
EVANS	3,837	5,707	71,431	8
FANNIN	5,262	7,457	98,415	11
FAYETTE	13,930	21,481	265,536	14
FLOYD	38,575	62,753	862,204	2
FORSYTH	23,662	34,259	372,431	12
FRANKLIN	4,129	6,543	71,536	0
FULTON	367,242	540,969	5,987,677	10
GILMER	4,691	7,211	93,867	8
GLASCOCK	184	284	2,430	11
GLYNN	47,774	74,795	825,844	10
GORDON	10,331	14,919	178,188	-1
GRADY	6,591	9,974	93,836	2
GREENE	3,111	5,212	63,956	2
GWINNETT	99,621	154,261	1,532,008	20
HABERSHAM	7,234	12,015	139,216	3
HALL	41,054	63,023	749,815	14
HANCOCK	1,052	1,845	17,814	6
HARALSON	3,894	5,884	73,559	5
HARRIS	8,130	14,113	172,852	7
HART	5,231	7,847	93,978	3
HEARD	830	1,051	11,557	22
HENRY	19,586	29,930	347,120	-2
HOUSTON	29,669	45,743	557,238	7
IRWIN	2,111	2,967	36,093	0
JACKSON	14,943	23,267	282,470	9
JASPER	1,858	3,031	29,444	4
JEFF DAVIS	4,470	7,158	86,827	7
JEFFERSON	3,844	5,555	67,135	10
JENKINS	1,966	2,911	34,911	3
JOHNSON	1,966	2,911	34,911	3
JONES	5,455	8,211	98,911	3
LAMAR	3,922	5,699	73,911	3
LANIER	1,149	1,734	14,911	3
LAURENS	16,415	19,958	261,936	6
LEE	1,114	1,732	14,911	10
LIBERTY	9,186	9,721	143,911	2
LINCOLN	1,410	1,986	18,911	2
LONG	981	1,336	13,911	10
LOWNDES	31,623	46,911	521,911	3
LUMPKIN	3,407	5,167	74,911	3
MACON	2,921	3,911	43,911	3
MADISON	3,911	5,911	74,911	3
MARION	1,911	2,911	34,911	3
MCDUFFIE	5,911	8,911	98,911	10
MCINTOSH	3,911	5,911	74,911	3
MERIWETHER	4,911	9,911	84,911	3
MILLER	2,911	3,911	29,911	3
MITCHELL	7,911	9,911	91,911	3
MONROE	4,911	8,911	82,911	3
MONTGOMERY	2,911	3,911	32,911	3
MORGAN	3,911	5,911	62,911	3
MURRAY	3,911	5,911	62,911	10
MUSCOGEE	83,911	122,911	1,391,911	3
NEWTON	13,911	21,911	241,911	3
OCONEE	3,911	5,911	62,911	10
OGLETHORPE	2,911	3,911	32,911	3
PAULDING	8,911	14,911	154,911	3
PEACH	5,911	8,911	98,911	3
PICKENS	3,911	5,911	74,911	3
PIERCE	2,911	3,911	43,911	3
PIKE	2,911	3,911	32,911	3
POLK	8,911	12,911	143,911	3
PULASKI	1,911	2,911	29,911	3
PUTNAM	3,911	5,911	62,911	3
QUITMAN	911	1,911	14,911	3
RABUN	3,911	5,911	74,911	3
RANDOLPH	1,911	2,911	29,911	3
RICHMOND	83,911	122,911	1,391,911	3
ROCKDALE	11,911	17,911	191,911	3
SCHLEY	911	1,911	14,911	3
SCREVEN	3,911	5,911	74,911	3
SEMINOLE	2,911	3,911	43,911	3
SPALDING	13,911	21,911	241,911	3
STEPHENS	5,911	8,911	98,911	3
STEWART	1,911	2,911	29,911	3
SUMTER	11,911	17,911	191,911	3
TALBOT	1,911	2,911	29,911	3
TALIAFERRO	911	1,911	14,911	3
TATTNALL	5,911	8,911	98,911	3
TAYLOR	2,911	3,911	43,911	3
TELFAIR	3,911	5,911	74,911	3
TERRELL	3,911	5,911	74,911	3
THOMAS	13,911	21,911	241,911	3
TIFT	11,911	17,911	191,911	3
TOOMBS	5,911	8,911	98,911	3
TOWNS	2,911	3,911	43,911	3
TREUTLEN	1,911	2,911	29,911	3
TROUP	13,911	21,911	241,911	3
TURNER	2,911	3,911	43,911	3
TWIGGS	1,911	2,911	29,911	3
UNION	3,911	5,911	74,911	3
UPSON	5,911	8,911	98,911	3
WALKER	11,911	17,911	191,911	3
WALTON	11,911	17,911	191,911	3
WARE	11,911	17,911	191,911	3
WARREN	1,911	2,911	29,911	3
WASHINGTON	5,911	8,911	98,911	3
WAYNE	11,911	17,911	191,911	3
WEBSTER	911	1,911	14,911	3
WHEELER	911	1,911	14,911	3
WHITE	3,911	5,911	74,911	3
WHITFIELD	23,911	35,911	384,911	3
WILCOX	1,911	2,911	29,911	3
WILKES	3,911	5,911	62,911	3
WILKINSON	3,911	5,911	62,911	3
WORTH	5,911	8,911	98,911	3
TOTAL	2,620,041	3,925,934	41,955,774	14

*SOURCE—COMPILED BY THE DIVISION OF RESEARCH, COLLEGE OF BUSINESS ADMINISTRATION, UNIVERSITY OF GEORGIA, FROM DATA OF SALES AND USE TAX, GEORGIA DEPARTMENT OF REVENUE. SALES INCLUDE THE VALUE OF ALL TAXABLE ITEMS, AS REPORTED BY FIRMS SELLING OR ACQUIRING ITEM. FINE PENALTIES AND INTEREST COLLECTED.

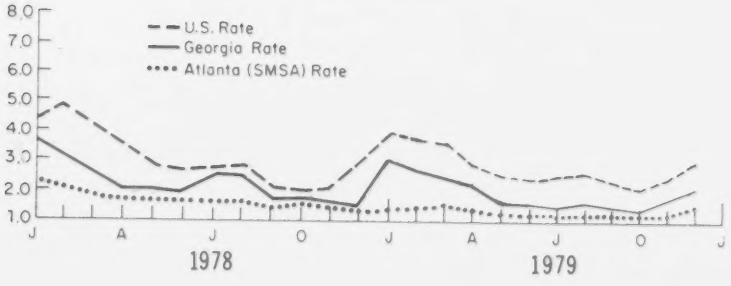
ESTIMATED UNEMPLOYMENT RATE AS A PERCENT OF THE CIVILIAN LABOR FORCE



	U.S. RATE Adjusted	U.S. RATE Unadjusted[1]	GEORGIA RATE (Unadjusted)	ATLANTA RATE (Unadjusted)
1978				
January	6.3	7.0	6.7	6.8
February	6.1	6.9	5.7	5.5
March	6.2	6.6	5.1	5.1
April	6.0	5.8	5.1	4.9
May	6.1	5.5	4.9	4.8
June	5.7	6.2	5.4	5.4
July	6.2	6.3	6.0	5.8
August	5.9	5.8	6.4	6.9
September	6.0	5.7	5.9	5.9
October	5.8	5.4	5.8	5.7
November	5.8	5.5	6.1	5.8
December	5.9	5.6		
1979				
January	5.8	6.4	6.5	6.3
February	5.7	6.4	5.9	5.7
March	5.7	6.1	5.2	4.8
April	5.8	5.5	5.0	4.6
May	5.8	5.2	4.7	4.5
June	5.6	6.0	5.6	5.3
July	5.7	5.8	5.6	4.9
August	6.0	5.9	5.5	5.5
September	5.8	5.6	4.9	4.5
October	—	—	5.1	4.6
November	5.8	5.6	4.9	4.3
December	5.9	5.6	4.8	4.5

[1] For a more meaningful comparison with the Georgia and Atlanta rates, the U.S unadjusted rate is the one presented in the graph.

INSURED UNEMPLOYMENT RATE



	U.S. RATE	GEORGIA RATE	ATLANTA RATE
1978			
January	4.4	3.67	2.38
February	4.9	3.03	2.13
March	4.2	2.76	2.00
April	3.5	2.39	1.76
May	3.0	2.29	1.76
June	2.8	2.14	1.60
July	3.2	2.84	1.66
August	3.2	2.69	1.74
September	2.6	2.10	1.71
October	2.5	2.36	1.74
November	2.6	2.19	1.76
December	3.2	2.13	1.66
1979			
January	4.0	3.04	1.57
February	3.9	2.83	1.68
March	3.8	2.57	1.74
April	3.1	2.08	1.47
May	2.7	1.75	1.31
June	2.5	1.88	1.22
July	2.7	1.81	1.15
August	2.8	1.88	1.26
September	2.5	1.67	1.29
October	2.3	1.75	1.13
November	2.6	1.83	1.27
December	3.2	2.21	1.63

Source: U.S. Department of Labor, Bureau of Labor Statistics; Georgia Department of Labor, Manpower Resources Section.

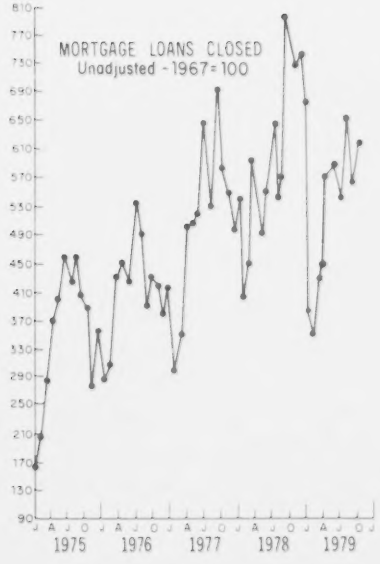
ATLANTA CONSUMER PRICES
INDEX: 1967 = 100

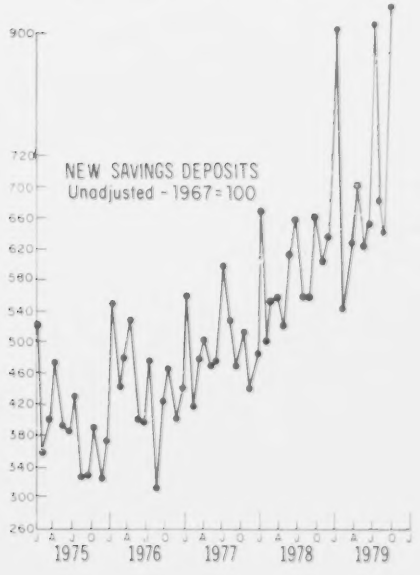
Period	U.S. All Items	U.S. Food	ATLANTA All Items	ATLANTA Food
1976	170.5	180.8	169.2	185.8
1977	181.5	192.2	180.6	196.4
1978	203.6	206.3	203.1	211.0
1979	217.4	228.5	213.6	232.2
1979				
January	204.7	218.3	—	—
February	207.1	222.4	201.8	226.2
March	209.1	224.4	—	—
April	211.5	226.3	206.7	229.4
May	214.1	228.2	—	—
June	216.6	229.3	212.6	230.3
July	218.9	230.7	—	—
August	221.1	230.2	216.9	235.3
September	223.4	231.0	—	—
October	225.4	232.1	220.8	234.8
November	227.5	233.1	—	—
December	229.9	235.5	223.3	237.5

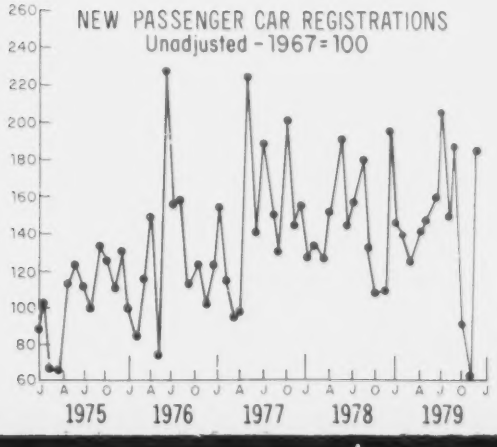
Period	ATLANTA Housing	ATLANTA Apparel & Upkeep	ATLANTA Transportation	ATLANTA Health & Recreation
1976	175.8	148.5	154.6	167.7
1977	187.9	154.8	163.1	177.9
1978	201.8	163.7	170.7	—
1979	220.9	170.0	198.7	—

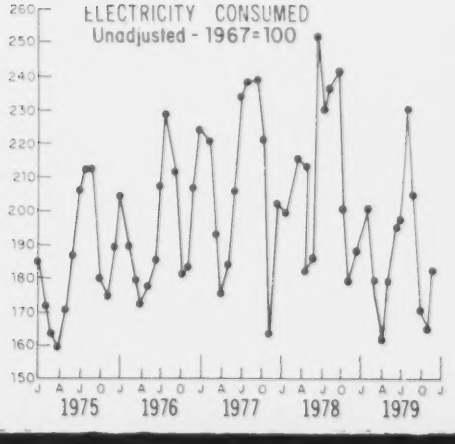
Indexes of Economic Activity in Georgia

BANK DEBITS
SERIES
CANCELLED









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Decline and Fall of the Freebie

Remember when you could get a car wash on the house or a free steak knife with a tankful of gas? Remember when road maps were free for the asking, and book matches were giveaway forms of advertising for everything from night school to the U.S. Army? Alas, those days are gone, laments author Robert Levy, senior editor of *Dun's Review*. His look at the disappearing freebie is reprinted from the September 1979 issue of *Dun's Review*, and is used with permission.

Economist Milton Friedman once distilled the complex forces that mold and shape U.S. society down to a simple maxim: "There is no such thing as a free lunch." To American consumers long accustomed to getting "something for nothing" from promotion-minded marketers, Friedman's cold maxim amounted to rank heresy. But changes in the marketplace in recent years have proven the pragmatic economist to be a prophet.

The help-yourself, no-charge giveaway items that consumers have always considered their due are slowly disappearing from the American counter. Declares Professor Robert W. Johnson of Purdue University's Krannert Graduate School of Management: "The so-called freebie is an endangered species. It is being squeezed to death."

Of course, such time-honored sales inducements as free samples, premiums, coupons and two-for-the-price-of-one come-ons still loom large in the marketer's arsenal. And in hotels, soap, stationery, shoeshine cloths, and shower caps, not to mention the Gideon Bible, continue to come with the room. But a number of traditionally free goods, services, and amenities at the point of purchase are fading from the scene.

As if things were not bad enough in gas stations across the country, road maps that were always free for the taking now cost up to 50 cents each; and with compressed air costing around $200 a year, many a station owner has reeled in his once-free air hose. Indeed, the Department of Energy has posted a new regulation permitting gas stations to charge for such services as wiping windshields and putting air in tires.

In supermarkets and tobacco shops, book matches that were previously dispensed gratis by the fistful with every carton of cigarettes are being doled out by frugal clerks; unthinkably, in some sections of the South it now costs an additional penny to get two books of matches with a pack of smokes.

NIBBLING AWAY

In many department stores, the box and gift wrap that used to come free with any purchase now costs around 35 cents, while carry-all shopping bags emblazoned with the store logo are sold from vending machines for about a quarter apiece. Some men's haberdashers have stopped including the hanger with every suit of clothes. And many have done away with traditionally free alterations, charging anywhere from $2 to $5 to cuff a pair of trousers or take in the waist.

Airlines, which once lavished everything from flight bags and slipper socks to key chains and decks of cards on passengers have been cutting freebies back to the bare minimum. Except in first class, the freebie usually consists of meals—period. Indeed, in many a tavern where the free lunch originated, even the obligatory bowl of salted nuts is vanishing from the bar.

What has conspired to do the freebie in is a combination of rampant inflation and the changing economics in a number of industries. The gas station road map, for one, is the victim of the escalating costs of paper and wasteful use by the public. Intended to guide the peripatetic motorist and at the

same time encourage driving (and hence gasoline purchases), free road maps were snapped up at such a profligate pace that the business expanded beyond control, says a Mobil Oil Corporation spokesman. Although it continues to distribute some two million road maps to its dealers each year at cost (around 15 cents each), Mobil now urges stations to retail them at 25 cents. "We make no money on the maps," the spokesman notes. "Besides, the U.S. is the only country in the world that ever had free road maps. In Europe, they sell for about $2 each in bookstores."

According to Milton Friedman, road maps and other freebies have disappeared because of price controls. "When you have a period of high inflation coupled with price controls," he says, "the only way to raise prices without seeming to do so is to reduce either the service or the product. We've had official price controls on oil since 1971. So of course the free road maps have vanished."

Not so in the case of the fading free matchbook, however. One of the nation's most ubiquitous items along with the pin, paper clip and rubber band, book matches are the victims of competition and changing social customs. For one thing, the match industry has been affected by the rise of the disposable lighter: seven match companies have folded in the last four years, and sales are down for others. Besides that, with the growth in cigarette sales leveling off and restaurants and other public places providing no-smoking sections, sales of matches dispensed by supermarkets, tobacconists and vending machines have declined dramatically. With demand down, and costs rising, tobacco jobbers who once provided retailers with matchbooks free now levy a small charge for them. And the matches dispensed with cigarettes by many supermarkets are taken directly out of their regularly purchased stocks.

Meanwhile, government deregulation and bargain fares on no-frill flights have pretty much freed many airlines from having to lure passengers with free gifts. Contrary to what many travelers believe, airline freebies never were a hidden cost in the flight ticket. "They came out of the sales promotion budget," explains Philip Golbitz, marketing vice president of United Air Lines. "But you could be much more liberal with giveaways when the New York-to-California fare was a lot more than our current $108. We can't afford—and don't need—costly giveaways."

Of course, meals continue to be served on all airlines. "It's really amazing that meals are still free," says a Pan American Airways executive. "It costs us about $12 a person." However, Pan Am now sells (for about $4 each) the flight bags it used to give away.

RESISTING THE TREND

One freebie that has shown remarkable resistance to the trend is the calendar—despite the rising costs of paper and printing. The $500-million calendar industry has been increasing sales at a 15 percent-a-year clip, according to the Brown & Bigelow division of Saxon Industries, the nation's largest producer of so-called advertising specialties. Ten years ago, the industry's graph was dipping downward. But given the high cost of media advertising, big advertisers like banks, insurance companies, manufacturers and airlines have discovered in recent years that calendars are a comparatively inexpensive and effective medium. Says James F. Feiler, sales vice president at Brown & Bigelow: "A newspaper is only good for one day, but a calendar delivers the advertiser's message all year long."

The fact is, of course, that the extent to which an industry offers freebies is largely dependent on the state of its business. A case in point is the hotel industry, which is so heavily booked nowadays that it can well afford to add freebies like shower caps and shampoo and raise room rates to cover the cost. On the other hand, free ice seems to be fast disappearing from big downtown hotels. Professor Lee M. Kreul of Purdue's Department of Restaurant, Hotel and Institutional Management complains that he was recently socked $4 for a bucket of ice at the Conrad Hilton in Chicago.

Purdue's Robert Johnson thinks the disappearance of the freebie is long overdue. "Charity excepted," he says, "the notion that one receives something for nothing is a paradox anyway. If the consumer gets a matchbook free, he is paying for it indirectly in some other way. Whether the businessman counts it as advertising or not, it is still an item that must be accounted for in his profit-and-loss statement. There is no reason why a charge should not be levied for these items."

In other words, Milton Friedman was right in the first place.

Travel Barometer

winter 1980 (december 1979, january, february 1980)

Overall, Georgia travel indicators are healthier than they have been in over a year. There was a 3.3 percent net increase in sales and receipts and a 7 percent employment gain. Welcome center visits dropped off by one percent, while travel attraction attendance was up.

The Industry

Georgia travel firms grossed $1.5 billion in sales and receipts this winter, a 26.4 percent increase. Although much of this increase was due to the sharp rise in gasoline prices (15 percent during January and February), there was still a 3 percent margin of gain compared with an 8 percent loss nationally. However, individual components of the state's travel industry have risen at a slower pace than their national counterparts. For example, food away from home in the U.S. rose 10.7 percent in February while the Georgia increase was 8.2 percent, entertainment costs of the nation were up 8 percent compared with 0.5 percent in Georgia.

Travel industry employment was up 6.7 percent over winter 1979. The greatest increase was in recreation and amusement firms (14.1 percent), followed by an 8.7 percent employment gain in eating and drinking places. Also, beginning with this issue, new car dealerships have been eliminated from automotive services employment data for better comparison with sales and receipt data. The 6.7 percent increase is based on a revised 1979 employment total of 153,100.

Visits to Welcome Centers and Attractions

The Georgia Department of Industry and Trade added a new welcome center to its hospitality network at West Point (I-85 at the Alabama line). The eleven centers hosted almost a million visitors, slightly less than the previous year. Winter reports reverse a two-year trend of visitor declines first believed to be the result of changes in traffic counter equipment. Declines in vehicle miles of travel and more visitors from contiguous southeastern states are more likely reasons for the decreases. Travel attraction attendance, like other series reported in the barometer, paint an even brighter travel picture viewed without December data. During January and February, attraction visits increased 19 percent, sales and receipts rose 26.9 percent, welcome center visits were off only 0.6 percent, and employment maintained its 7 percent level.

Polly W. Hein

Table 1. Sales and Receipts, and Employment Estimates for the Travel Industry and Related Fields in Georgia, Winter 1980 With Percentage Changes from Winter 1979

	Sales and Receipts		Employment	
Type of Business	Volume ($000)	Change (%)	Number	Change (%)
Eating/drinking	387,452	13.2	93,190	8.7
Lodging	139,688	11.6	28,540	2.4
Recreation/amusement	26,083	14.5	11,240	14.1
Automotive	957,861	35.8	30,360	2.5
Total	1,511,084	26.4	163,330	6.7

Source: Georgia Department of Revenue Sales and Use Tax Unit; U.S. Department of Commerce Census of Business; and the Georgia Department of Labor.

Table 2. Attendance at Selected Travel Attractions in Georgia and Number of Visitors at Georgia Welcome Centers, Winter 1980 With Percentage Changes from Winter 1979

	Attendance		Visitors			Visitors		
Attraction	Number	Change (%)	Center	Number	Change (%)	Center	Number	Change (%)
Historical sites[1]	37,405	52.3	Atlanta	12,849	-22.9	Plains	23,967	-23.5
National monuments	311,602	27.0	Augusta	134,949	28.6	Ringgold	190,175	- 0.4
Recreation areas[2]	1,104,508	2.5	Columbus	24,915	-26.3	Savannah	40,415[4]	-27.0
State parks	1,243,306	- 0.8	Kingsland	158,925	6.4	Sylvania	22,240	- 5.6
Other attractions[3]	75,753	-14.7	Lavonia	106,993	30.6	Valdosta	185,146	-18.4
						West Point	10,439[5]	—[5]
Total	2,772,574	3.1				Total	911,413	- 1.4

[1]Sites maintained and managed by the Georgia Historical Commission.
[2]Callaway Gardens, Jekyll Island, Lake Lanier Islands, National Forest recreation, Stone Mountain Park.
[3]Agrirama, Cyclorama, J. G. Lowe Birthplace, Little Whitehouse, Rock City, Stone Mountain Game Ranch, Stone Mountain Plantation, Stone Mountain Railroad, Stone Mountain Skylift, Six Flags.
[4]Estimated. There is no traffic counter at Savannah.
[5]The West Point Welcome Center opened in January 1980.

Source: Based on reports from individual attractions and on estimates by the Research Division, Georgia Department of Industry and Trade, through analysis of vehicle counter reports and visitor registration sheets provided by Visitor Information Centers.

Georgia Stock Price Index

The Georgia Stock Price Index and the Dow Jones Industrial Average were both up at the end of April. The GSPI ended at 1099.339, up 51.855 (4.95%) over March's figure of 1047.485. The DJIA closed at 817.06, up 31.31 (3.98%) over last month's figure of 785.75. The recent improvement in the market is attributed to the sharp drop in the short-term interest rates.

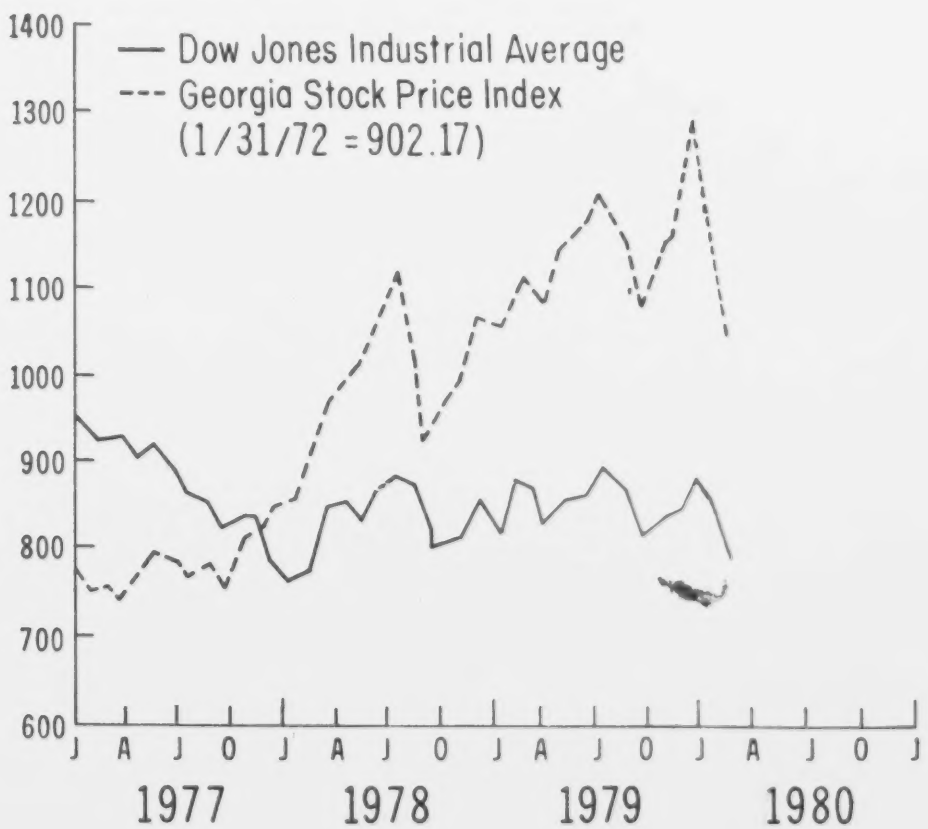
April's leading gainers were Munford, Inc., up 2.25 (33.96%) to 8.875; Glasrock, up 7.875 (29.30%) to 34.75; and Savannah Electric and Power, up 2.5 (27.03%) to 11.75. The biggest losers were Cagle's, which hit an all-time low this month, down 3.125 (51.02%) to 3.00; Genuine Parts, down 2.25 (9.84%) to 20.625; and Bibb Company, down 1.0 (8.33%) to 11.00. Eight stocks were down, nineteen were up, and one remained unchanged.

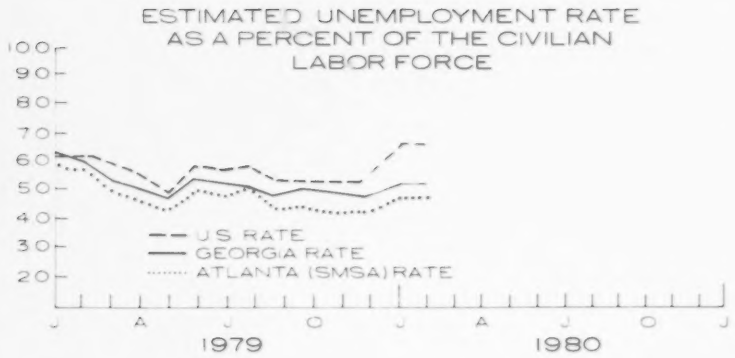
Both indices closed up again for the month of May. The GSPI ended at 1189.048, up 89.709 from April's figure of 1099.339 (8.16%). The DJIA closed at 850.85, up 33.79 (4.13%) from April's figure of 817.06.

The biggest gainers this month were Cagle's, up 1.0 (33.33%) to 4.0; Savannah Foods, up 3.25 (20.97%) to 18.75; and Royal Crown Companies, up 2.375 (20.65%) to 13.875. The only losers in May were Savannah Electric and Power, down .875 (7.45%) to 10.875; and Cousins Properties, down 1.25 (11.36%) to 9.75. Twenty-two stocks were up, two were down, and four remained unchanged.

Cris Forsthoff

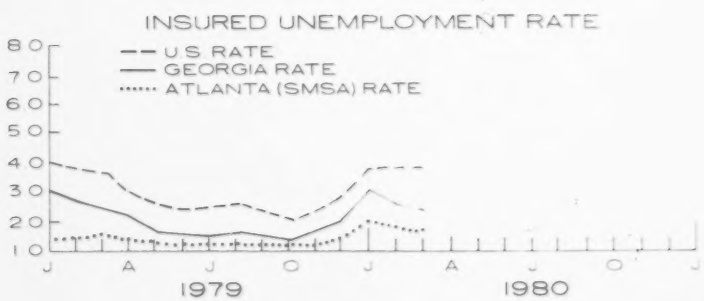
Source: Georgia Economic Forecasting Project





	U.S. RATE		GEORGIA RATE	ATLANTA RATE
	Adjusted	Unadjusted[1]	(Unadjusted)	(Unadjusted)
1979				
January	5.8	6.4	6.5	6.3
February	5.7	6.4	5.9	5.7
March	5.7	6.1	5.2	4.8
April	5.8	5.5	5.0	4.6
May	5.8	5.2	4.7	4.5
June	5.6	6.0	5.6	5.3
July	5.7	5.8	5.6	4.9
August	6.0	5.9	5.5	5.5
September	5.8	5.6	4.9	4.5
October	5.9	5.6	5.1	4.6
November	5.8	5.6	4.9	4.3
December	5.9	5.6	4.8	4.5
1980				
January	6.2	6.8	5.2	4.8
February	6.0	6.8	5.3	4.8

[1]For a more meaningful comparison with the Georgia and Atlanta rates, the U.S. unadjusted rate is the one presented in the graph.



	U.S. RATE	GEORGIA RATE	ATLANTA RATE
1979			
January	4.0	3.04	1.57
February	3.9	2.83	1.68
March	3.8	2.57	1.74
April	3.1	2.06	1.47
May	2.7	1.75	1.31
June	2.5	1.88	1.22
July	2.7	1.81	1.15
August	2.8	1.88	1.26
September	2.5	1.87	1.29
October	2.3	1.75	1.13
November	2.6	1.83	1.27
December	3.2	2.21	1.63
1980			
January	4.1	3.34	1.94
February	4.0	2.56	1.87

Source: U.S. Department of Labor, Bureau of Labor Statistics; Georgia Department of Labor, Manpower Resources Section.

ATLANTA CONSUMER PRICES
INDEX, 1967 = 100

	U.S.		ATLANTA	
Period	All Items	Food	All Items	Food
1976	170.5	180.8	169.2	185.8
1977	181.5	192.2	180.6	196.4
1978	203.6	206.3	203.1	211.0
1979	217.4	228.5	213.6	232.2
1980				
January	271.2	237.5	—	—
February	274.9	238.6	264.9	239.9

	ATLANTA			
Period	Housing	Apparel & Upkeep	Transportation	Health & Recreation
1976	175.8	144.5	154.6	167.7
1977	187.9	154.8	163.1	177.9
1978	201.8	163.7	170.7	—
1979	220.9	170.0	198.7	—

Local Business Activity

(BUSINESS DAYS - FEB 1980 -- 21, FEB 1979 -- 20, JAN 1980 -- 22)

AREA[a]	1. ELECTRICITY CONSUMED JAN 1980 (000 KWH)	FEB 1980 (000 KWH)	PERCENT CHANGE[b] FEB 1979	JAN 1980	2. WATER PUMPED, FINISHED JAN 1980 (000 GALS)	FEB 1980 (000 GALS)	PERCENT CHANGE[b] FEB 1979	JAN 1980	3. NEW PASSENGER CAR REGISTRATIONS (RE-USE RESTRICTED) JAN 1980 (NO.)	FEB 1980 (NO.)	PERCENT CHANGE[b] FEB 1979	JAN 1980	4. TELEPHONES IN SERVICE JAN 1980 (NO.)	FEB 1980 (NO.)
ALBANY					541102	388615	3	-14	237	347	1	46	81722	81908
AMERICUS					93794	87242	34	-7	71	82	-21	15	16885	16925
ATHENS					375013	364193	4	-2	172	240	13	40	70150	70362
AUGUSTA					610493	564811	1	-7	597	774	11	30	153627	153971
BAINBRIDGE					56761				37	62	-9	68	14737	14812
BRUNSWICK					196071	196647	-19	0	152	217	27	43	35045	35156
COLUMBUS		DATA DELAYED			720680	727051	-1	1	322	575	10	78	133672	133589
DALTON					983606	934583	-3	-5	215	255	9	19	48884	49061
DUBLIN					62129	58669	9	-6	102	150	29	47	20981	21043
ELBERTON					38457	37245	10	-3	57	59	20	4	11025	11061
GAINESVILLE					323477	275477	-6	-15	165	245	15	48	44424	44685
GRIFFIN					166720	155585	8	-7	89	146	11	64	33042	33103
LAGRANGE					156933	154783	0	-1	97	121	-13	25	28154	28232
MACON					718156	678831	20	-5	456	520	-2	14	122839	122596
MOULTRIE	2969				80897				47	78	-21	66	19252	19303
NEWNAN					83753	76266	0	-9	108	125	5	16	22996	23184
ROME					293370	272840	7	-7	225	230	-12	2	58987	59235
SAVANNAH	181143	190362	4	5	632489	660858	15	4	504	771	5	53	154868	155211
THOMASVILLE	21562	20990	-1	-3	86472	84981	-11	-2	113	95	-27	-16	22058	22017
VALDOSTA					133376	131010	6	-2	148	217	-6	47	44429	44591
WAYCROSS					74304	68352	-6	-8	129	105	0	-18	26144	26175
GEORGIA	(000)	(000)							15985	20325	5	27	(000) 3740[c]	(000) 3751[c]

AREA[a]	SAVINGS AND LOAN ASSOCIATIONS[d] MORTGAGE LOANS CLOSED JAN 1980 ($000)	FEB 1980 ($000)	PERCENT CHANGE[b] FEB 1979	JAN 1980	NEW SAVINGS AND INVESTMENTS JAN 1980 ($000)	FEB 1980 ($000)	PERCENT CHANGE[b] FEB 1979	JAN 1980	W/D* JAN 1980 (1/0)	W/D* FEB 1980 (1/0)	5. INSURED UNEMPLOYMENT WEEKS COMPENSATED JAN 1980 (NO.)	FEB 1980 (NO.)	PERCENT CHANGE[b] FEB 1979	JAN 1980	PAYMENTS JAN 1980 ($)	FEB 1980 ($)	PERCENT CHANGE[b] FEB 1979	JAN 1980
ALBANY											422	3430	1125	713	30281	246972	1152	716
AMERICUS											1904	1238	85	-35	111177	79568	86	-28
ATHENS											3383	3730	1487	10	230755	204195	1284	-15
AUGUSTA											5136	4466	119	-13	356655	313818	113	-12
BAINBRIDGE											1478	858	148	-42	96693	61266	161	-37
BRUNSWICK											1870	1582	0	-15	127651	110516	5	-13
COLUMBUS											5752	5198	15	-10	381910	357408	18	-6
DALTON											4999	3229	26	-35	337288	238756	32	-29
DUBLIN											1916	1061	-27	-45	113239	72033	-22	-36
ELBERTON											1824	1386	116	-24	127823	102985	138	-19
GAINESVILLE					DATA DELAYED						3913	2834	77	-28	286103	220227	86	-23
GRIFFIN											1876	1407	-32	-25	132607	103681	1629	-22
LAGRANGE											2575	1816	10	-29	172678	132616	13	-23
MACON											504	4144	614	722	316457	297145	659	-6
MOULTRIE											1240	1023	31	-17	82187	71580	38	-13
NEWNAN											1583	1217	-25	-23	112176	91140	-24	-19
ROME											5200	3792	149	-27	373348	290489	147	-22
SAVANNAH											6067	5415	314	-11	439320	395292	307	-10
THOMASVILLE											1071	948	156	-11	76200	66523	184	-13
VALDOSTA											1809	1610	82	-11	119457	115010	81	-4
WAYCROSS											1962	1223	53	-38	117366	81931	62	-30
GEORGIA											241104	186039	17	-23	(000) 17178	(000) 13955	21	-19

*JANUARY WITHDRAWALS AS PERCENT OF JANUARY SAVINGS, FEBRUARY WITHDRAWALS AS PERCENT OF FEBRUARY SAVINGS.

[a]AREAS- 1) LOCAL POWER AREAS. 2) CITY SYSTEMS. 3) COUNTIES. 4) CITY EXCHANGES. 5) CITIES. 6) COUNTIES.

[b]THE PERCENTAGE CHANGE COLUMNS REPRESENT THE CHANGE 1) IN FEBRUARY 1980 FROM FEBRUARY 1979, 2) IN FEBRUARY 1980 FROM JANUARY 1980.

[c]INCLUDES ONLY SOUTHERN BELL TELEPHONE AND TELEGRAPH AND GENERAL TELEPHONE OF THE SOUTHEAST.

[d]98 ASSOCIATIONS IN GEORGIA IN FEBRUARY 1980.

SOURCE- 1) POWER COMPANIES AND CITY ENGINEERS. 2) CITY ENGINEERS. 3) COURTESY OF R. L. POLK AND CO. RE-USE ONLY BY PERMISSION OF R. L. POLK AND COMPANY. 4) TELEPHONE COMPANIES. 5) FEDERAL HOME LOAN BANK OF ATLANTA, GEORGIA. 6) GEORGIA EMPLOYMENT SECURITY AGENCY, DEPARTMENT OF LABOR.

The Atlanta Area

ACTIVITY AND AREA[a]	JAN 1980	FEB 1980	PERCENT CHANGE[b] FEB 1979	JAN 1980
1. Electricity Consumed (000 KWH)				
Atlanta				
Decatur				
Marietta				
2. Savings and Loan Associations[d]		DATA DELAYED		
Mortgage Loans Closed ($000)				
Atlanta				
Decatur				
New Savings and Investments ($000)				
	JAN W(*)	FEB W(*)		
Atlanta		DATA DELAYED		
Decatur				
3. Telephones in Service				
Atlanta	928985	930127	2	0

ACTIVITY AND AREA[a]	JAN 1980	FEB 1980	PERCENT CHANGE[b] FEB 1979	JAN 1980
4. Water Pumped (000 Gallons)				
Dekalb County	1674107	1627412	10	-3
5. New Passenger Car Registrations**				
(Re-use restricted)				
Clayton County	436	757	19	74
Cobb County	1146	1681	56	47
Dekalb County	1953	2295	-1	19
Fulton County	2594	3042	-11	17
Gwinnett County	699	819	25	17
6. Insured Unemployment				
Weeks Compensated				
Atlanta SMSA				
(5 Counties)	66337	55885	117	-16
Payments ($)				
Atlanta SMSA				
(5 counties)	4353586	4424263	115	2

FOOTNOTES AND SOURCE NOTES ON PRECEDING PAGE.

**COURTESY OF R. L. POLK AND CO. -RE-USE ONLY BY PERMISSION OF R. L. POLK AND CO.

Other Activities

ADVERTISING LINAGE (000) - CITIES

	NUMBER OF PAPERS REPORTED	JAN 1980	FEB 1980	PERCENT CHANGE[b] FEB 1979	JAN 1980
ALBANY	1	1803	1767	-1	-2
AMERICUS	1	365	324	9	-11
COLUMBUS	1	1414	1520	100	8
DUBLIN	1	590	564	0	-6
GAINESVILLE	1	1066	1112	100	4
MACON	1	1520	1732	-1	14
ROME	1	849	827	1	-3
WAYCROSS	1	96	95	59	-1

SOURCE: LOCAL NEWSPAPERS.

NONAGRICULTURAL EMPLOYMENT - STANDARD METROPOLITAN AREAS

	FEB 1980	FEB 1979	PERCENT CHANGE[b] JAN 1980	FEB 1979	JAN 1980
MANUFACTURING HOURS AND EARNINGS					
AVERAGE WEEKLY HOURS					
ATLANTA	39.8	38.1	39.3	4	1
SAVANNAH	42.8	41.2	42.9	4	0
GEORGIA	40.3	39.1	40.3	3	0
AVERAGE HOURLY EARNINGS ($)					
ATLANTA	6.49	6.03	6.43	8	1
SAVANNAH	7.20	6.59	7.19	9	0
GEORGIA	5.55	5.14	5.52	8	1

BUILDING AUTHORIZED ($000) - CORPORATE LIMITS OF COUNTIES AND CITIES

	RESIDENTIAL UNITS JAN 1980	FEB 1980	RESIDENTIAL VALUE JAN 1980	FEB 1980	ALL BUILDING VALUE FEB 1980	FEB 1979	JAN 1980
COUNTIES (also see cities)							
CHATHAM	30	39	1544	2043	3963	3289	2483
CLAYTON	47	40	1583	1226	2139	2802	2329
COBB	300	316	8907	9654	12768	10156	19873
DEKALB	121	123	4254	4434	13101	8538	15192
DOUGHERTY	12	13	497	461	649	2542	764
FULTON	84	96	2661	4828	11815	8012	4901
GLYNN	18	15	712	837	1103	1099	937
GWINNETT	344	355	10784	15719	19862	13397	14277
RICHMOND	80	48	1141	1105	1676	3943	1703
CITIES							
ALBANY	10	24	421	773	2191	1468	731
AMERICUS	2	14	96	295	432	56	1076
ATHENS	9	41	311	886	5496	852	7114
ATLANTA	114	13	4109	1127	19001	5929	15609
AUGUSTA	3	10	155	210	621	309	415
BAINBRIDGE	2	3	117	93	104	53	202
BRUNSWICK	0	0	0	0	392	466	283
COLUMBUS-MUSCOGEE	31	32	1751	1255	2148	2883	3108
DECATUR	0	0	0	0	150	334	222
DUBLIN	5	7	174	218	286	185	227
ELBERTON	0	0	0	0	35	107	43
GAINESVILLE	2	3	160	142	408	417	379
LAGRANGE	1	2	35	43	3378	717	927
MACON-BIBB	20	52	1042	2094	3908	3647	2193
MARIETTA	228	25	3449	889	1577	791	5164
ROME	3	9	152	214	525	279	361
SAVANNAH	6	10	259	392	5825	3092	2275
THOMASVILLE	5	6	187	235	1483	165	486
VALDOSTA	9	13	362	501	826	871	658
WARNER ROBINS	14	73	443	876	979	681	674
WAYCROSS	4	2	83	64	346	205	376

SOURCE - THE UNITED STATES BUREAU OF THE CENSUS (FROM LOCAL ISSUING OFFICIALS).

NUMBER OF WORKERS		NET CHANGE FROM FEB 1979	JAN 1980	PERCENT CHANGE FEB 1979	JAN 1980
ALL EMPLOYMENT					
ALBANY	45200	1800	100	4	0
ATLANTA	941100	29500	5700	3	1
AUGUSTA	121500	2000	-200	2	0
COLUMBUS	82400	900	-100	1	0
MACON	95100	400	-300	0	0
SAVANNAH	83800	-1100	-400	-1	0
GEORGIA	2132400	52200	9000	3	0
CONTRACT CONSTRUCTION					
ALBANY	3200	-1100	-200	-26	-6
ATLANTA	38300	200	-1100	1	-3
AUGUSTA	6300	100	0	2	0
COLUMBUS	3600	-400	-100	-10	-3
MACON	4200	0	-100	0	-2
SAVANNAH	4500	-500	0	-10	0
GEORGIA	96900	2000	100	2	0
MANUFACTURING					
ALBANY	11500	1500	200	13	2
ATLANTA	141600	1700	1600	1	1
AUGUSTA	36400	300	-100	1	0
COLUMBUS	21500	100	0	0	0
MACON	16000	700	-100	5	-1
SAVANNAH	16200	-500	0	-3	0
GEORGIA	524700	1600	1700	0	0
TRADE					
ALBANY	9800	200	0	2	0
ATLANTA	260500	9300	-600	4	0
AUGUSTA	22800	0	300	0	1
COLUMBUS	16600	-800	-100	-5	-1
MACON	20100	0	0	0	0
SAVANNAH	19600	200	100	1	1
GEORGIA	498100	18800	-1300	4	0

SOURCE - GEORGIA EMPLOYMENT SECURITY AGENCY, DEPARTMENT OF LABOR.

Sales in Georgia

INDUSTRY	JAN (000)	FEB (000)	PERCENTAGE CHANGE(1) FEB	JAN
FOOD	542932	534928	-1	-1
AUTOMOTIVE	298017	366283	-19	24
GENERAL MERCHANDISE	348004	355543	15	2
FURNITURE	137393	132309	16	-4
APPAREL	53540	56702	19	6
MISCELLANEOUS	135881	136118	-7	0

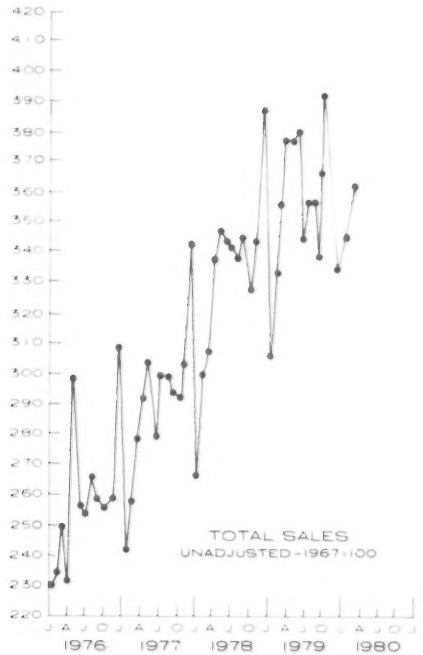
COUNTY	JAN	FEB	PERCENTAGE CHANGE(1) FEB	JAN
APPLING	1836	1947	1	10
ATKINSON	1294	1423	6	10
BACON	1021	1401	-13	4
BAKER	443	521	-5	19
BALDWIN	2894	10119	6	2
BANKS	4183	1825	-55	-56
BARROW	6216	7192	6	16
BARTOW	13866	15952	11	15
BEN HILL	6972	8740	-20	25
BERRIEN	3084	3720	22	15
BIBB	73220	67402	1	-8
BLECKLEY	2366	2729	-18	4
BRANTLEY	1682	1584	15	-6
BROOKS	3592	3098	-14	14
BRYAN	2821	3013	-36	7
BULLOCH	12542	13104	-12	5
BURKE	4608	4458	-3	-3
BUTTS	5058	5295	-16	5
CALHOUN	1343	1334	-2	-1
CAMDEN	11821	9061	16	-23
CANDLER	2970	2676	-17	-10
CARROLL	22994	19651	-10	-15
CATOOSA	10553	6871	-38	-35
CHARLTON	2208	1989	-7	-10
CHATHAM	134872	155331	13	14
CHATTAHOOCHEE	515	692	-1	35
CHATTOOGA	10633	9528	10	-10
CHEROKEE	9677	11044	3	14
CLARKE	34013	35798	5	5
CLAY	324	431	-16	33
CLAYTON	50651	53859	21	6
CLINCH	2216	2409	-2	9
COBB	131652	149367	14	13
COFFEE	9634	9897	-7	3
COLQUITT	13598	14045	-10	4
COLUMBIA	6433	6057	-27	-7
COOK	3906	3426	-25	-12
COWETA	13315	14006	10	5
CRAWFORD	809	1011	-24	10
CRISP	10291	10582	-6	3
DADE	7071	3675	-51	-48
DAWSON	911	780	-11	-15
DECATUR	9975	10581	-1	6
DEKALB	254257	253629	13	0
DODGE	4668	5231	-21	-31
DOOLY	3940	3928	-27	0
DOUGHERTY	51547	60277	-7	31
DOUGLAS	16947	16111	-3	-4
EARLY	10310	8078	-11	10
ECHOLS	47	92	-39	11
EFFINGHAM	2591	2976	-12	15
ELBERT	6476	7724	8	19
EMANUEL	6326	6195	-16	-2
EVANS	4302	3412	-19	-7
FANNIN	4139	3065	-8	-8
FAYETTE	5351	5993	18	12
FLOYD	51607	53852	-6	4
FORSYTH	9130	10038	11	17
FRANKLIN	6446	5928	-2	-8
FULTON	450731	480682	12	7
GILMER	3990	3735	-8	-7
GLASCOCK	162	126	-45	-22
GLYNN	31443	29917	-26	-5
GORDON	8155	8514	-5	4
GRADY	6271	5958	-19	-5
GREENE	2849	3610	10	27
GWINNETT	65004	70527	20	8
HABERSHAM	10167	11115	10	9
HALL	55219	56765	19	4
HANCOCK	1149	1302	-15	13
HARALSON	5116	4788	-13	-7
HARRIS	2321	3068	9	32
HART	5105	5549	1	9
HEARD	912	857	3	-6
HENRY	8457	8847	-12	5
HOUSTON	27465	27249	5	-1
IRWIN	2157	1916	-17	-11
JACKSON	11160	11574	3	4
JASPER	1728	4338	153	151
JEFF DAVIS	5349	6161	10	15
JEFFERSON	6623	6908	0	4
JENKINS	2232	2918	9	31
JOHNSON	1261	1570	-20	25
JONES	3918	5177	8	32
LAMAR	3366	3672	11	9
LANIER	1926	2005	11	4
LAURENS	12924	13454	-3	4
LEE	1642	1971	160	20
LIBERTY	8091	8202	10	1
LINCOLN	1061	1215	0	15
LONG	248	244	-38	-2
LOWNDES	30417	31869	-11	5
LUMPKIN	2780	2715	11	-2
MACON	2870	3240	-11	13
MADISON	1743	1540	-14	-12
MARION	992	874	-27	-12
MCDUFFIE	7139	7759	16	9
MCINTOSH	2235	2370	-15	6
MERIWETHER	4187	3914	-24	-7
MILLER	1838	1927	12	5
MITCHELL	7037	7600	0	8
MONROE	4390	3967	-24	-10
MONTGOMERY	1693	1467	-29	-13
MORGAN	4303	4016	4	-7
MURRAY	5602	5898	4	5
MUSCOGEE	67548	85737	3	27
NEWTON	9268	9483	-5	2
OCONEE	1563	1478	-5	-5
OGLETHORPE	1202	1369	-4	14
PAULDING	4886	5230	-19	7
PEACH	5331	4603	-14	-13
PICKENS	3670	3413	1	-7
PIERCE	2990	3019	-24	1
PIKE	753	658	-21	-13
POLK	9534	9396	-2	-1
PULASKI	2603	2672	-17	3
PUTNAM	5292	5725	4	27
QUITMAN	177	152	-15	-9
RABUN	2929	3375	-2	15
RANDOLPH	2263	2969	-9	-2
RICHMOND	87273	91577	-4	5
ROCKDALE	11160	12390	20	17
SCHLEY	640	653	-25	2
SCREVEN	4996	4801	-4	-4
SEMINOLE	4612	4570	-11	-1
SPALDING	16845	18625	5	11
STEPHENS	9644	9608	0	0
STEWART	1527	1467	-7	-4
SUMTER	11201	10447	-8	-7
TALBOT	827	809	-15	-2
TALIAFERRO	163	188	-34	15
TATTNALL	4206	5065	-6	11
TAYLOR	6730	6200	-2	-8
TELFAIR	3022	3161	-10	10
TERRELL	2695	2875	-10	7
THOMAS	15400	16475	1	7
TIFT	11020	12815	-24	16
TOOMBS	9899	10001	1	10
TOWNS	2438	1852	-21	-24
TREUTLEN	1262	1151	-18	-9
TROUP	21861	25709	6	18
TURNER	2494	2251	-30	-10
TWIGGS	1112	1121	15	1
UNION	2613	2291	0	-12
UPSON	7299	7797	-17	7
WALKER	14498	11613	-26	-20
WALTON	11582	10896	10	-6
WARE	15260	15202	-2	0
WARREN	2064	1623	15	-21
WASHINGTON	6622	7256	3	10
WAYNE	12930	13638	21	5
WEBSTER	170	250	-15	51
WHEELER	844	786	-24	-7
WHITE	2682	3302	10	26
WHITFIELD	43621	49716	-1	9
WILCOX	1182	1051	-20	-11
WILKES	4553	5122	-8	12
WILKINSON	2636	3207	-43	18
WORTH	4229	5069	0	20
TOTAL	2361763	2483185	3	5

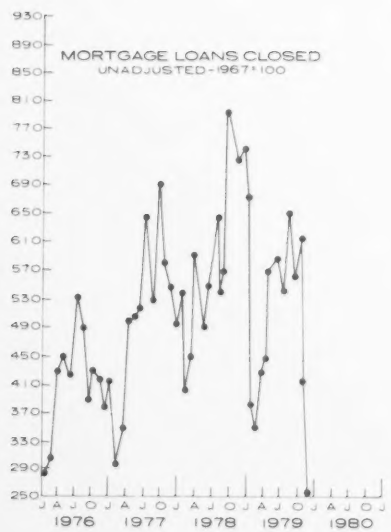
(1) THE THREE PERCENTAGE CHANGE COLUMNS REPRESENT THE CHANGE (1) IN JANUARY 1980 FROM JANUARY 1979, 2) IN JANUARY 1980 FROM DECEMBER 1979.

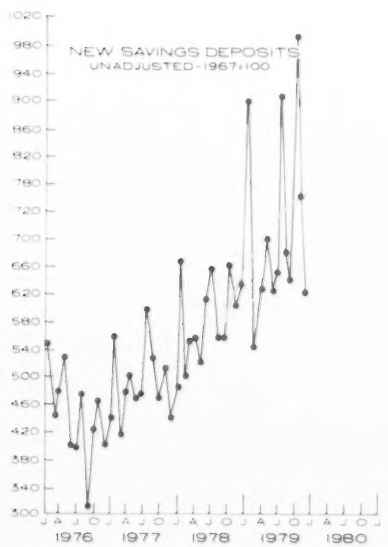
SOURCE--DERIVED BY THE DIVISION OF RESEARCH, COLLEGE OF BUSINESS ADMINISTRATION, UNIVERSITY OF GEORGIA, FROM DATA OF SALES AND USE TAX UNIT, GEORGIA DEPARTMENT OF REVENUE. SALES INCLUDE THE VALUE OF ALL TAXABLE ITEMS, AS REPORTED BY FIRMS SELLING OR ACQUIRING THEM, PLUS PENALTIES AND INTEREST COLLECTED.

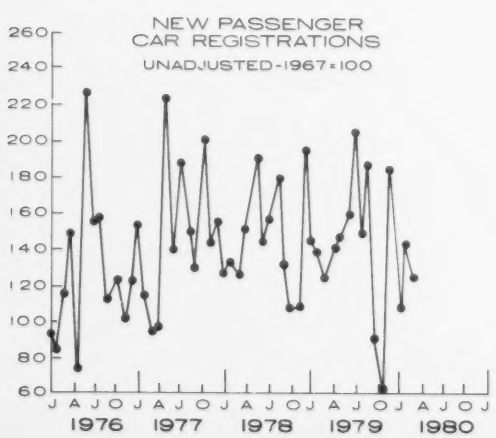
Indexes of Economic Activity in Georgia

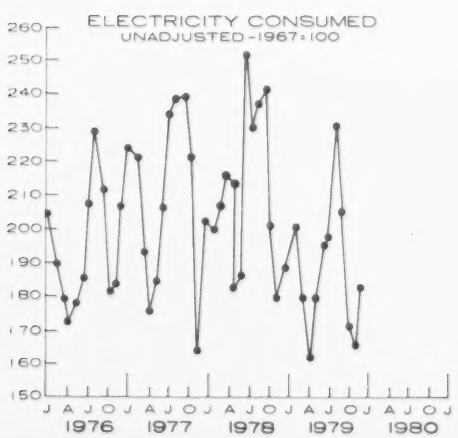
BANK DEBITS
SERIES
CANCELLED











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Direct Personal Selling: A New Approach

Charles L. Lapp and Kenneth J. Lacho

Many dramatic changes have occurred in the marketing of goods and services during the past ten years. Trends and market conditions for the 1980s will produce even more dramatic changes. For example, the gasoline crisis will force direct salesmen to conserve on gasoline by making appointments via the telephone and mail, scheduling their calls for minimum travel and maximum efficiency in the amount of sales made on each contact. In addition, the "no peddlers allowed" signs in some subdivisions force direct salesmen to do more selling by the home party plan. And, as more women enter the work force, fewer calls can be made on them at home during the day, so sales representatives have to make arrangements for visits during a day off or during evening hours.

Twenty years ago marketing was considered to be the creation and delivery of a standard of living. The current view is one of a system of interacting business activities to develop, promote, and distribute goods and services to customers at a profit. This change suggests a number of considerations for a new marketing approach in direct selling organizations.

CUSTOMER AWARENESS

Although everyone in the company should be customer-oriented, it is most important that the direct salesman have a "feel" for the customer. As a result, a perceptive salesman can individualize his relationship with each buyer. For instance, consider the food manufacturer's representative who calls at the retail grocery store level. Normally, he would have a much more formal relationship with chain store managers than with the independent store owners or managers.

The customer awareness concept recognizes that it is more profitable to help a customer buy the product he wants in the way he wants to buy it. That is, he should fit his approach to the buyer's predisposition about the product. His ideal approach is to learn as much as he can about the client and the potential customer. Then he can develop a sales strategy to "help" the person buy that particular item. Letting the customer find his own reasons for buying can be implemented in several ways. The salesman can listen more, observe carefully, and ask questions. In addition, he should understand nonverbal communication.

ELEMENTS OF DIRECT SELLING

The direct salesman should be responsive to changes in consumer buying behavior and to competitors' actions. In spite of advances in marketing research techniques and sophisticated information systems, the salesman still plays an important role in feeding back information to the company. This feedback is crucial to helping his company adjust to short-run tactical moves of competitors.

Of course, the importance of profits is not to be overlooked. Some company executives still feel that it is the salesman's job to sell, and the finance manager's job to see that profits are made. This view is changing as company executives realize that sales representatives make decisions that affect company profits. They decide how to spend money upon which specific customer targets. However, cooperation of the home office is vital to this aspect of sales.

Even though personal selling remains the most important and successful way of finalizing sales, some combination of personal selling with other demand creation stimulants such as advertising, sales promotion, and publicity is quite effective. Direct salesmen recognize advertising's support value in promoting product acceptance. Since visibility is important, business cards, catalogs, brochures, press releases, telephone and mail contact all contribute the sales success. In addition, representatives who allocate some time to professional, trade association, or community activities seem to be monetarily rewarded, as these functions increase public awareness of products.

Another important consideration is that a consumer is buying more than a product for a specific purpose. In doing so, he is also expressing a certain amount of satisfaction with that product's performance and with the manufacturer's reputation. Other aspects being equal, the salesman can make the difference in whether the consumer chooses his product or the competitor's.

CHARLES L. LAPP is professor of marketing at the University of Dallas and KENNETH J. LACHO is professor of marketing at the University of New Orleans.

The Georgia Stock Price Index

The Dow Jones Industrial Average and the Georgia Stock Price Index were both up again for the month of June. The DJIA ended at 867.92, up 17.07 (2.01%) over May's figure of 850.85. The GSPI ended June at 1218.617, up 29.569 (2.49%) over the previous month's 1189.048.

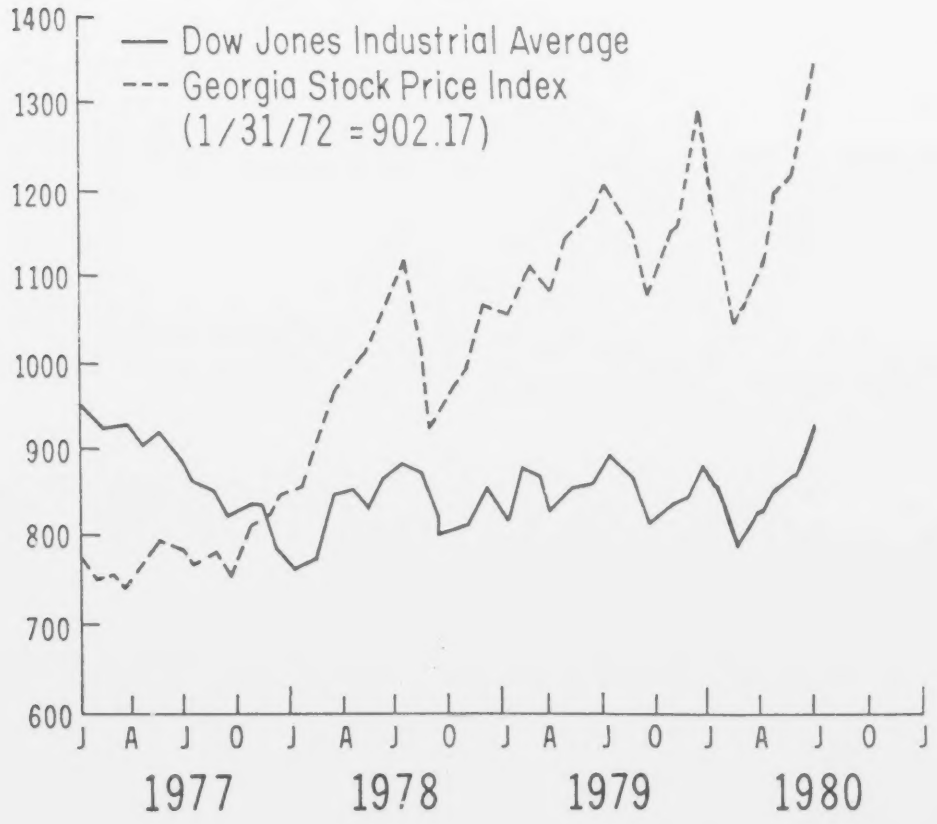
The stocks were mixed as sixteen were up, nine were down, and three remained unchanged. The biggest gainers in June were Cousins Properties, up 2.00 (20.51%) to 11.75; Flowers Industries, up 2.125 (18.48%) to 13.625; and Columbus Mills, up .625 (16.67%) to 4.375. The biggest losers were Munford, Inc., down 2.25 (24.00%) to 7.125; Bibb Company, down 1.25 (10.42%) to 10.75; and Central Soya, down 1.375 (10.28%) to 12.00.

Both indices closed up at the beginning of the third quarter. The DJIA ended July at 935.32, up 67.4 (7.77%) over June's closing figure of 867.92. The GSPI zoomed to its highest ever—1353.285, up 134.67 (11.05%) over June.

July's leading gainers were Republic Airlines, up 5.166 (54.90%) to 14.575; Scientific-Atlanta, up 11.5 (39.44%) to 37.125; and Oxford Industries, up 3.5 (35.44%) to 13.375. The losers were Southern Company, down 1.125 (8.26%) to 12.5; Savannah Electric & Power, down .75 (6.90%) to 10.125; Bibb Company, down .625 (5.81%) to 10.125; and Shaw Industries, down .125 (2.63%) to 4.625. In all, twenty-three stocks were up, four down, and one remained unchanged.

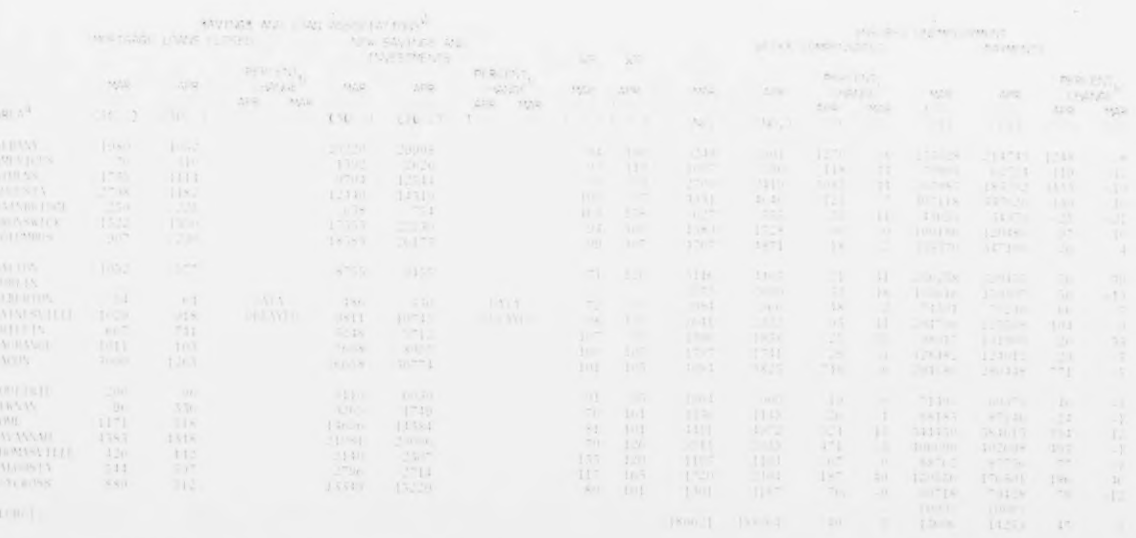
Cris Forsthoff

Source: Georgia Economic Forecasting Project



	Georgia Stock Price Index	% Change	Dow Jones Industrial Average	% Change
1978				
January	832.5	- .346	769.92	- 7.369
February	844.232	1.409	742.12	- 3.611
March	899.121	6.502	757.36	2.054
April	954.407	6.149	837.32	10.558
May	985.354	3.243	840.61	.393
June	1004.785	1.972	818.95	- 2.525
July	1052.141	4.713	862.27	5.290
August	1119.187	6.372	876.82	1.687
September	1096.719	- 2.008	865.82	- 1.255
October	910.496	-16.980	792.45	- 8.474
November	949.374	4.270	799.03	.830
December	974.722	2.670	805.01	.748
1979				
January	1049.980	7.721	839.22	4.250
February	1045.258	- .450	808.82	- 3.622
March	1096.130	4.870	862.18	6.600
April	1111.933	1.442	854.90	- .844
May	1088.626	- 2.096	822.33	- 3.810
June	1131.858	3.971	841.98	2.389
July	1179.276	4.189	846.42	.527
August	1208.086	2.548	887.63	4.868
September	1169.564	- 3.189	878.58	- 1.020
October	1097.041	- 6.201	815.70	- 7.157
November	1135.369	3.494	822.35	.815
December	1160.547	2.217	838.74	1.993
1980				
January	1296.389	11.705	875.85	4.424
February	1175.126	- 9.354	854.44	- 2.444
March	1047.485	-10.862	785.75	- 8.039
April	1099.339	4.950	817.06	3.985
May	1189.048	8.160	850.85	4.135
June	1218.617	2.487	867.92	2.001
July	1353.285	11.051	935.32	7.766

Local Business Activity



[1] MARCH KILOWATTHOURS AS PERCENT OF MARCH SALES, APRIL KILOWATTHOURS AS PERCENT OF APRIL SALES.

[2] AREAS: 12 LOCAL POWER AREAS, 21 CITY SYSTEMS, 71 COUNTIES, 11 CITY EXCHANGES, 12 CITIES, 12 COUNTIES.

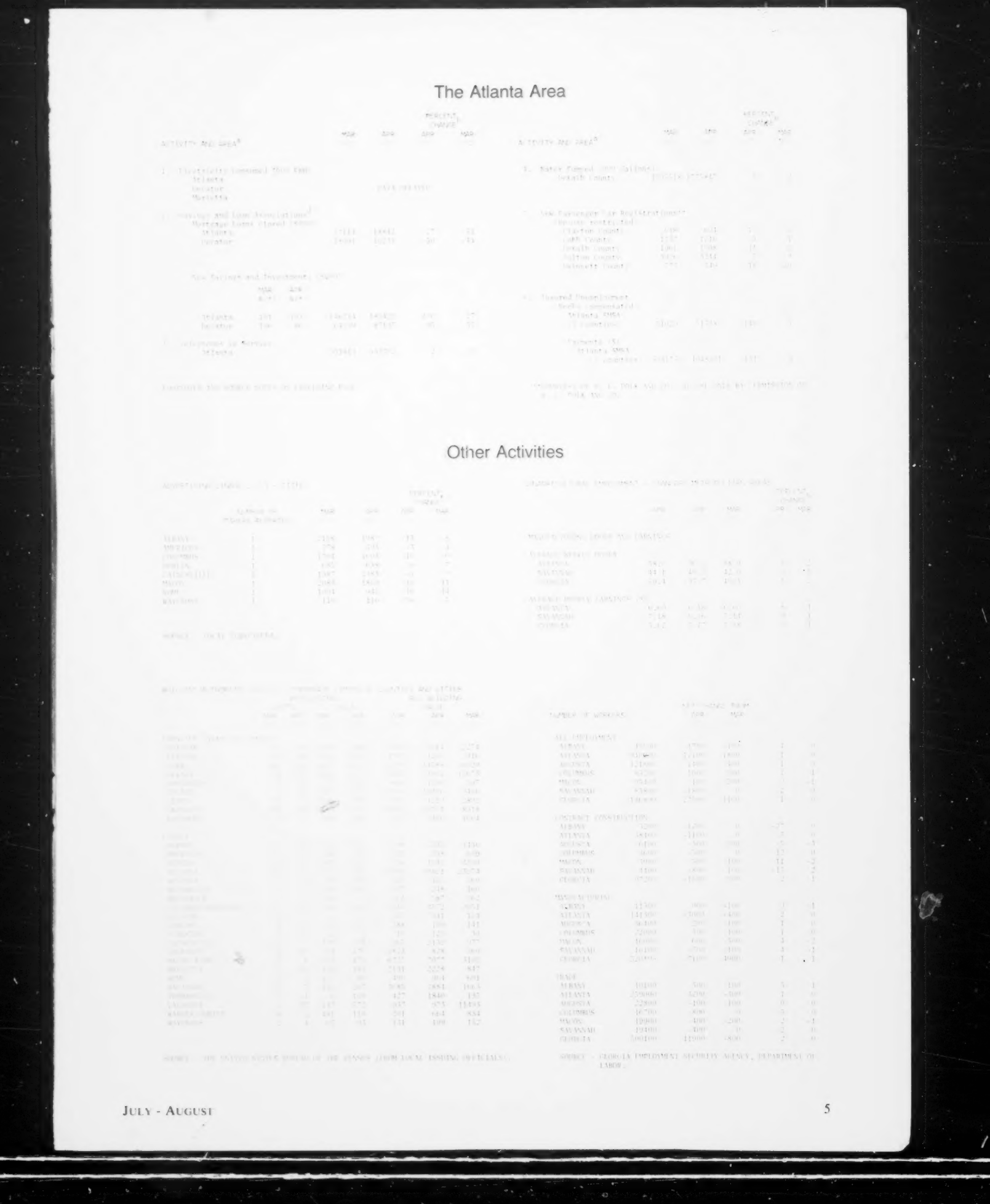
[3] THE TWO PERCENTAGE CHANGE COLUMNS REPRESENT THE CHANGE 1) IN APRIL 1980 FROM APRIL 1979, 2) IN MARCH 1980 FROM MARCH 1979.

[4] INCLUDES ONLY SOUTHERN BELL TELEPHONE AND TELEGRAPH AND GENERAL TELEPHONE OF THE SOUTHEAST.

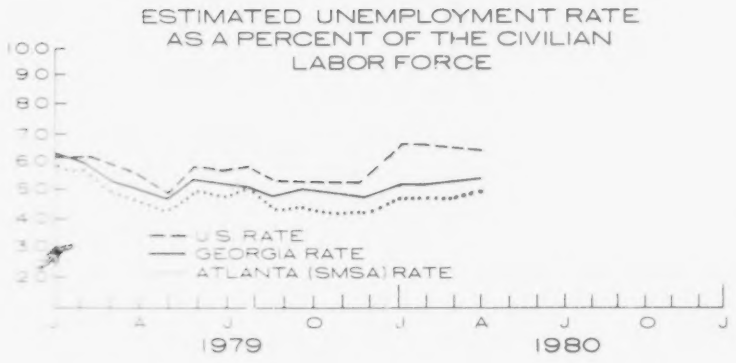
[5] 95 ASSOCIATIONS IN GEORGIA IN APRIL 1980.

SOURCE: 12 POWER COMPANIES AND CITY PLANNERS, 21 CITY ENGINEERS, 11 OFFICERS OF R. L. POLK AND CO., INC. (USED BY PERMISSION OF R. L. POLK AND COMPANY), 11 TELEPHONE COMPANIES, 12 FEDERAL HOME LOAN BANK OF ATLANTA, GEORGIA, AND GEORGIA EMPLOYMENT SECURITY AGENCY, DEPARTMENT OF LABOR.

The Atlanta Area

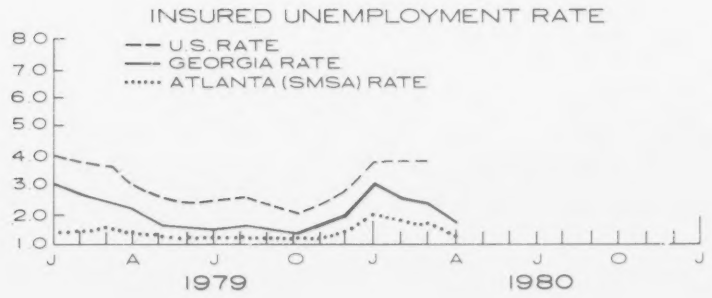


Other Activities



	U.S. RATE Adjusted	U.S. RATE Unadjusted*	GEORGIA RATE (Unadjusted)	ATLANTA RATE (Unadjusted)
1979				
January	6.8	6.4	6.5	6.3
February	5.7	6.4	5.8	5.7
March	5.1	6.1	5.2	4.8
April	5.8	5.5	5.0	4.6
May	5.6	5.2	4.7	4.5
June	5.6	6.0	5.6	5.3
July	5.7	5.8	5.6	4.9
August	6.0	5.9	5.5	5.5
September	5.8	5.6	4.9	4.5
October	5.9	5.6	5.1	4.6
November	5.8	5.5	4.9	4.3
December	5.9	5.6	4.8	4.5
1980				
January	6.2	6.8	5.2	4.8
February	6.0	6.8	5.3	4.8
March	6.2	6.6	5.6	4.9
April	7.0	6.6	5.7	5.1

*For a more meaningful comparison with the Georgia and Atlanta rates, the U.S. unadjusted rate is the one presented in the graph.



	U.S. RATE	GEORGIA RATE	ATLANTA RATE
1979			
January	4.0	3.04	1.57
February	3.9	2.83	1.68
March	3.8	2.57	1.74
April	3.1	2.08	1.47
May	2.7	1.75	1.31
June	2.5	1.88	1.22
July	2.7	1.81	1.15
August	2.8	1.68	1.26
September	2.5	1.87	1.29
October	2.3	1.75	1.13
November	2.6	1.83	1.27
December	3.2	2.21	1.63
1980			
January	4.1	3.34	1.94
February	4.0	2.56	1.87
March	4.1	2.37	1.74
April	—	1.89	1.18

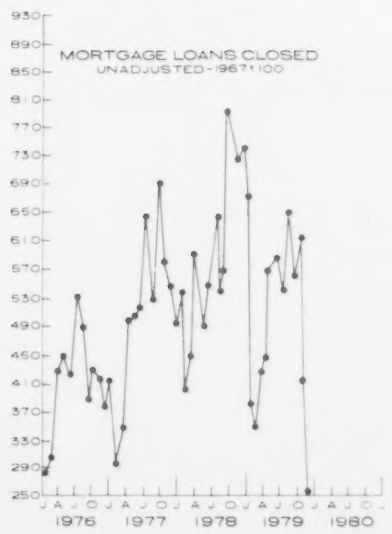
Source: U.S. Department of Labor, Bureau of Labor Statistics; Georgia Department of Labor, Manpower Resources Section.

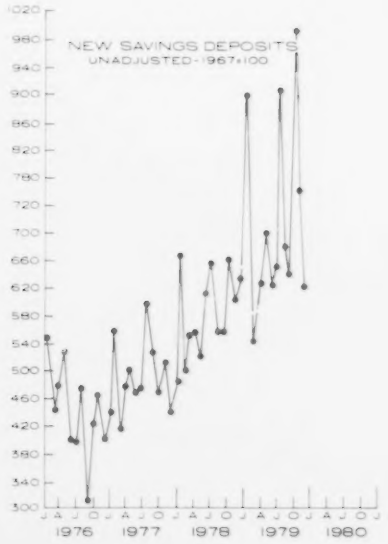
ATLANTA CONSUMER PRICES
INDEX: 1967 = 100

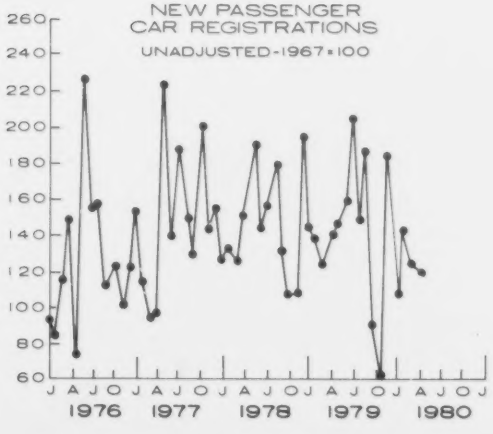
Period	U.S. All Items	U.S. Food	ATLANTA All Items	ATLANTA Food
1976	170.5	180.8	169.2	185.8
1977	181.5	192.2	180.6	196.4
1978	203.6	206.3	203.1	211.0
1979	217.4	228.5	213.6	232.2
1980				
January	271.2	237.5	—	—
February	274.9	238.6	264.9	239.9
March	278.8	241.0	—	—
April	282.0	242.8	270.6	241.2

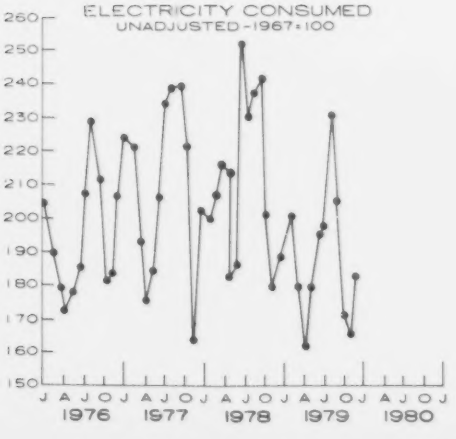
Period	ATLANTA Housing	ATLANTA Apparel & Upkeep	ATLANTA Transportation	ATLANTA Health & Recreation
1976	175.8	144.5	154.6	167.7
1977	187.9	154.8	163.1	177.9
1978	201.8	163.7	170.7	—
1979	220.9	170.0	198.7	—

Indexes of Economic Activity in Georgia









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